

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	International Sports Management
FHEQ Level:	6
Course Title:	Senior Project in Sports Management I
Course Code:	MGT 6391
Total Hours:	120
Timetabled Hours:	0
Guided Learning Hours:	25
Independent Learning Hours:	95
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

Senior Project in Sports Management I is the first constituent of the senior project, which is the culmination of a student's studies in the business major. The course consists of developing a research project through engaging with instructor-led seminars, in which various research practices are explored. The project requires a significant level of enquiry and research sports management, and students will typically investigate a hypothesis or issue on a relevant topic. Students will develop a critical framework for their senior project by establishing clear research aims and objectives, evaluating existing research on the topic through the production of a significant literature survey, define methodological approach, and designing an appropriate research tool for the senior project. Students will conduct extensive research and locate appropriate data sources within sports management industries. Research process and practice is supported by regular-scheduled meetings with supervisor(s) throughout the course. At the conclusion of the course, students will present the critical framework to faculty for approval before progressing to Sports Management Senior Project II.

Prerequisites:

MGT 5200 Research Methods

Aims and Objectives:

The course provides students with the opportunity to work independently to develop their ability to make critical and evaluative judgments. It is expected that this will provide an opportunity to integrate learning with practice, developing the student's ability to be an effective, reflective manager. By completing their project, students should demonstrate that they are able to produce work that is relevant to their pathway/concentration and in professional practice and has an academic standing at honours level.

Programme Outcomes:

International Sports Management: A1, A2, A4, A5, A6, B1, B2, B3, B5, C1, C2, D2, D4, D5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Select, evaluate and apply critical thinking to sport management issue or phenomenon

Cognitive Skills

- Critically evaluate theories and/or concepts within the area identified as appropriate.

Practical and/or Professional Skills

- Plan, monitor, review and evaluate learning development

Key Skills

- Accept accountability for the determining the ethical implications for research.
Critically review, consolidate and extend a systematic and coherent knowledge of sport management issue or phenomenon

Indicative Content:

- Research methodologies
- Research tools and design
- Literature survey
- Evaluating and referencing sources

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching is conducted through one-on-one meetings between the student and the supervisor. Student and supervisor will agree on a research question, which will then be further investigated by the student. The topics need to relate to a current issue in sports management. It can be expected that the student and supervisor meet once/twice a week to discuss the student's research progress and for the student to receive feedback on partial work submitted to the supervisor.

Indicative Text(s):

Bell, J., 2014. *Doing Your Research Project*. 6th ed. Maidenhead: Open University Press.

Cleland, J., Dixon, K., and Kilvington, D. 2020. *Online Research Methods in Sport Studies*. London: Routledge.

Jones, I. 2022. *Research Methods for Sport Studies*. 4th edition. London: Routledge.

Mukherjee, S. 2020. *A Guide to Research Methodology*. London: Routledge.

North, J. 2017. *Sport Coaching Research and Practice*. London: Routledge.

Severni, T. 2020. *Analytic Methods in Sports*. Boca Raton: Chapman and Hall.

Journals

European Sport Management Quarterly

International Journal of Sport Management

International Journal of Sport Management and Marketing

Journal of Applied Sport Management

Journal of Sport Management

Sport, Business and Management: An International Journal

Sport Management Review

International Journal of Sport Finance

Journal of Sports Economics

Web Sites

<http://methods.sagepub.com/>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Various updates as part of the UG programme review	AB Jan 2022	
Update of indicative texts	June 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	
