

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	School of Liberal Arts
Programme:	BA International Sports Management
FHEQ Level:	5
Course Title:	Research Methods for Sports Management
Course Code:	SPRT 5301
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This course offers a comprehensive exploration of research methods in international sports management. Students will engage with a range of research philosophies and learn how to conduct critical literature reviews. The course emphasizes the application of both quantitative and qualitative data collection and analysis techniques. By participating in practical exercises and collaborative projects, students will develop the skills necessary to design and conduct research studies, effectively communicate their findings, and critically reflect on ethical considerations in the research process. This course prepares students for their Senior Projects by equipping them with the knowledge and applied skills required to conduct independent research in the field of international sports management.

Prerequisites:

LIBA 4301 Academic Research and Writing AND 40 Credits

Aims and Objectives:

Aim:

This course aims to equip students with the knowledge and skills necessary to conduct effective research in international sports management.

Objectives:

1. Develop a Comprehensive Understanding

Students will gain a comprehensive understanding of research methodologies and philosophies relevant to international sports management. They will learn to critically evaluate and apply both quantitative and qualitative research methods, fostering an ability to engage with complex theoretical concepts and perform critical literature reviews.

2. Practical Application and Skill Development

Students will acquire first-hand experience in planning, designing, and conducting a small-scale research study within the field of international sports management. This includes selecting appropriate research methods, collecting and analysing data, working collaboratively in teams, and communicating research findings to diverse audiences while adhering to ethical standards.

Programme Outcomes:

A5 (I), B5 (II), C5 (II), D5 (I)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Course Learning Outcome	Programme Outcome
<p>Disciplinary Knowledge and Understanding Critically reflect on and understand a wide range of quantitative and qualitative research methods, evaluating their application within the field of international sports management.</p>	A5 (I)
<p>Disciplinary Applied Skills Select, apply, and utilize appropriate research methods to design and conduct a small-scale research study in international sports management, demonstrating practical skills in data collection and analysis</p>	B5 (II)
<p>Communication Skills Work effectively in a team to conduct a research study in international sports management and communicate research findings effectively to a variety of audiences, including academic peers, industry professionals, and the general public.</p>	C5 (II)
<p>Transferable Skills Critically reflect on ethical principles in the research process within international sports management and employ self-reflection to evaluate their own work and that of others based on set criteria.</p>	D5 (I)

Indicative Content:

Research Foundations

- Critical examination of research practice in international sports management subject areas
- Exploration of various research philosophies and theoretical frameworks
- Conducting a comprehensive literature review
- Critical evaluation of existing research
- Designing robust studies informed by ethical considerations

Research Methodologies and Data Analysis

- Developing practical skills in qualitative and quantitative data collection
- Learning effective data analysis techniques
- Gathering and interpreting data in the context of sports management

Collaborative and Communication Skills

- Engaging in team-based projects to foster teamwork
- Writing and presenting research papers for academic and professional audiences

Ethical Considerations in Research

- Addressing ethical dilemmas in sports management research
- Reflecting on the implications of ethical issues in the field
- Preparing students to conduct research that meets high ethical standards

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Andrew, D. P. S., Pedersen, P. M. and McEvoy, C. D. (2019) *Research Methods and Design in Sport Management*. 2nd edn. Champaign, IL: Human Kinetics.

Gratton, C. and Jones, I. (2022) *Research Methods for Sports Studies*. 4th edn. Abingdon: Routledge.

Skinner, J., Smith, A. C. T. and Read, D. (2024) *Research Methods for Sport Management*. 4th edn. Abingdon: Routledge.

Journals

Adapted Physical Activity Quarterly.

European Sport Management Quarterly.

International Review for the Sociology of Sport.

Journal of Sport and Social Issues.

Journal of Sport Economics.

Journal of Sport Management.

Journal of Sport Media.

Journal of Sport Tourism.

Sociology of Sport Journal.

Sport Management Review.

Sport Marketing Quarterly.

Websites

Professional Organisations and Associations:

North American Society for Sport Management (NASSM): A professional organisation that provides resources, research, and networking opportunities for sports management professionals. Available at: www.nassm.org (Accessed: November 2024).

European Association for Sport Management (EASM). Offers research articles, conference information, and other resources relevant to sports management in Europe. Available at: www.easm.net (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Nov 2024	