

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	RIASA
<b>Programme:</b>	BA International Sports Management
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Senior Project
<b>Course Code:</b>	SPRT 6110
<b>Total Hours:</b>	320
Timetabled Hours:	0
Supervised Learning Hours:	45
Independent Learning Hours:	275
<b>Credit</b>	32 UK CATS credits 16 ECTS credits 8 US credits

**Course Description:**

The Senior Project in International Sports Management is designed to allow students to design and execute an independent research project in the discipline by applying skills and knowledge gained during their studies. Students develop a research project by establishing a robust framework, conducting a comprehensive literature review, devising an appropriate research methodology to investigate a relevant hypothesis or topic within sports management. Students are also encouraged to collect primary data, analyse and interpret data, and to formulate recommendations for sports industry audiences.

Students are guided through the various stages of the Senior Project by meeting regularly with a supervisor(s) who will support students in the process of refining their research approaches, identify suitable data sources within the industry, demonstrating abilities to conceptualize, execute, and communicate complex research projects, and prepare students for future careers or advanced studies in sports management.

**Prerequisites:**

SPRT 5301 Research Methods for Sports Management AND 70 Credits

**Aims and Objectives:**

**Aim:** The course aims to allow students to develop major self-initiated projects that reflects their learning and interests during their degrees and their plans for the future. A supervisor will guide and support them through the complex and challenging task of developing projects from the stages of planning and designing, through to production, and presentation. It also aims to give them practical skills for future employment or postgraduate opportunities.

**Objectives:**

1. Demonstrate in-depth knowledge and comprehensive understanding of a chosen sports management research topic.
2. Application of critical, evaluative, and ethical decision-making within their research practice.
3. Demonstrate critically informed research design and integration academic knowledge and understanding with practical applications.
4. Develop and demonstrate proficiency in collecting, processing, and analyzing data relevant to sports management.
5. Effectively present research findings, utilizing appropriate formats and techniques to communicate results clearly and professionally.
6. Produce a critical discussion of research findings, demonstrating the ability to evaluate and interpret data in the context of existing academic literature and sports management industry standards.

**Programme Outcomes:**

A6 (I) A6 (II); A6 (III); B6 (II); B6 (III); C6 (I); C6 (III); D6 (I) D6 (II)

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/>

<b>Course Learning Outcome</b>	<b>Programme Outcome</b>
<p><b>Disciplinary Knowledge and Understanding</b> Demonstrate the ability to implement a critically informed research project by selecting and evaluating a relevant sports management context and collecting, processing, analysing and presenting project results through application of relevant subject specific concepts and appropriate critical theories.</p>	<p><b>A6 (I)</b> <b>A6 (II)</b> <b>A6 (III)</b></p>
<p><b>Disciplinary Applied Skills</b> Apply in-depth understanding of sports management topic to select and critically analyse academic and industry perspectives within the current knowledge base</p> <p>Effectively manage the outcomes of a sports management research project through the employment of process analysis and critical examination of research data.</p>	<p><b>B6 (II)</b> <b>B6 (III)</b></p>
<p><b>Communication Skills</b> Effectively organise and communicate specialist and inter-related sports management information using selected criteria to a variety of audience contexts.</p>	<p><b>C6 (I)</b> <b>C6 (III)</b></p>
<p><b>Transferable Skills</b> Assume responsibility for the implementation and deployment of a sports management research project and apply in-depth ethical awareness and professional values in managing the project.</p>	<p><b>D6 (I)</b> <b>D6 (II)</b></p>

**Indicative Content:**

- Research design and planning.
- Literature survey and evaluation of extant studies.
- Research methodologies and tools.
- Research ethics.
- Critical reflection on the internship experience.
- Exploration of the range of career pathways possible within the field of sport business and management.
- Hands-on skills within a specific sector of the field of sport business and management.
- Communicating within a professional context.

**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:**

The teaching of this course is delivered through individual meetings between the student and the supervisor. The project will be situated within a sports management subject area, and the student and supervisor will agree on a research topic and a critically informed methodological approach to the topic, which will then be further investigated by the student. It can be expected that the student and supervisor will meet on a regular basis to discuss the student's research progress and for the student to receive further guidance and feedback from the supervisor.

***Indicative Text(s):***

Jones, I. (2022) *Research Methods for Sports Studies*. 4th edn. London: Routledge.

Lussier, R. and Kimball, D. (2023) *Applied Sports Management Skills*. Illinois: Human Kinetics

Pedersen, A., and McEvoy, D. (2019) *Research Methods and Design in Sport Management*. Illinois: Human Kinetics.

Rose, S., Spinks, N., and Canhoto, A. (2023) *Management Research: Applying the Principles of Business Research Methods*. London: Routledge.

Saunders, M., Lewis, P. and Thornhill, A. (2016) *Research Methods for Business Students*. 7th edn. London: Pearson.

Skinner, James., Edwards, Allan., Corbett, B. (2024) *Research Methods for Sport Management*. 2nd edn. Abington: Routledge.

Thomas, G. (2017) *How to do your research project*. London: Sage Publishing.

Veal, A., and Darcy, S. (2014) *Research Methods in Sport Studies and Sport Management: A Practical Guide*. London: Routledge.

Wilkinson, D., and Dennis Dokter, D. (2023) *The Researcher's Toolkit: The Complete Guide to Practitioner Research*. London: Routledge.

**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.*

**Websites**

Sports Business Journal. Available at: <https://www.sportsbusinessjournal.com/> (Accessed: November 2024).

Sports Management. Available at: <https://www.sportsmanagement.co.uk/> (Accessed: November 2024).

Sport Business. Available at: <https://www.sportbusiness.com/news/> (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	Dec 2024	