

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School/RIASA
Programme:	MSc in International Sports Management and Football Industries
Level:	7
Course Title:	Research Methods and Data Analysis in Sport
Course Code:	SPT 7202
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

The Master's Level Research Methods in International Sports Management course is designed to equip students with the essential knowledge and skills to conduct rigorous research in the field of sports management with an international perspective. The course focuses on providing theoretical foundations, practical research tools, and ethical considerations necessary to undertake high-quality research projects in the dynamic and diverse domain of international sports management.

Pre-requisites:

MSc International Sports Management and Football Industries students only

Aims and Objectives:

The aim of this course is to enable students to become proficient researchers in the field of international sports management. By the end of the course, students should be able to:

1. Understand the fundamental principles of research methods in the context of international sports management.
2. Apply appropriate qualitative and quantitative research methods to investigate sports management issues.
3. Develop a well-structured research proposal addressing a relevant problem in international sports management.
4. Analyse and interpret research data using appropriate statistical techniques and qualitative methods.
5. Demonstrate ethical awareness and sensitivity in sports-related research activities.

Programme Outcomes:

At the end of this course, the students will have achieved the following programme outcomes:

A2; B1, B4-B5; C1-C2; D1-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:

Upon successful completion of the course, students will be able to:

Knowledge and Understanding (A)

- Critically evaluate various research paradigms and methodologies commonly used in international sports management research.

Cognitive skills (B)

- Demonstrate proficiency in synthesizing knowledge to design and conduct research studies, encompassing data collection and analysis.

Subject specific, practical and professional skills (C)

- Critically analyse research findings and draw valid conclusions related to application in international sports management contexts.
- Recognise and address ethical issues in research involving athletes, sports organisations, and stakeholders.

General/transferable skills (D)

- Develop analytical skills and communicate their findings effectively to others.

Indicative Content:

1. Introduction to Research Methods in International Sports Management
2. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches
3. Data Collection Techniques in Sports Management Research
4. Data Analysis: Quantitative and Qualitative Methods
5. Ethical Considerations in Sports Research
6. Literature Review and Conceptual Frameworks in International Sports Management
7. Sampling Techniques and Sample Size Determination
8. Surveys and Questionnaire Design for Sports Research
9. Case Studies and Interviews in Sports Management Research
10. Experimental Designs in Sports Research
11. Sports Performance Analysis and Technology in Research
12. Writing and Presenting Research Findings

Assessment:

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

Teaching Methodology:

The course will employ a combination of teaching methods to enhance the students' learning experience:

1. Lectures: In-person or online lectures will provide theoretical foundations and practical guidance on research methods in international sports management.
2. Workshops: Practical workshops will allow students to engage with data analysis tools, research design exercises, and ethical case studies.
3. Group Discussions: Interactive group discussions will encourage critical thinking, idea sharing, and collaboration among students.
4. Practical Assignments: Students will be assigned research-related tasks to apply their knowledge and skills in real-world scenarios.
5. Guest Lectures: Invited industry experts and academic professionals will share their research experiences and insights with the students.

Bibliography:

- Abeza, G., O'Reilly, N., Séguin, B. and Nzindukiyimana, O. (2015) 'Social media scholarship in sport management research: A critical review', *Journal of Sport Management*, 29(6), pp.601-618.
- Bradbury, T. and O'Boyle, I. (eds.) (2017) *Understanding sport management: International perspectives*. Abingdon, Oxon: Routledge.
- Jones, I. (2022) *Research Methods for Sports Studies*. 4th edn. Abingdon, Oxon: Routledge.
- Kim, J.C. (2020) 'International sport management', *Sport Management Education Journal*, 14(1), pp.70-71.
- Pitts, B.G., Shapiro, D.R., Piletic, C.K. and Zdroik, J. (2022) 'Examination of disability-related content across sport management textbooks', *Sport Management Education Journal*, 16(1), pp.42-54.
- Schulenkorf, N. and Frawley, S. (eds.) (2016) *Critical issues in global sport management*. Abingdon, Oxon: Routledge.
- Shaw, S. and Hoeber, L., (2016) 'Unclipping our wings: Ways forward in qualitative research in sport management', *Sport Management Review*, 19(3), pp.255-265.
- Skinner, J., Edwards, A. and Smith, A.C. (2020) *Qualitative research in sport management*. Abingdon, Oxon: Routledge.
- Veal, A.J. and Darcy, S. (2014) *Research methods in sport studies and sport management: A practical guide*. Abingdon, Oxon: Routledge.

Suggested Academic Journals:

1. *Journal of Sport Management*: Focuses on management and organizational aspects of sports, including marketing, finance, governance, and policy issues.
2. *Sport Management Review*: Publishes research on various aspects of sports management, including strategic planning, human resources, and organizational behaviour.
3. *European Sport Management Quarterly*: Provides insights into European perspectives on sports management, policy, and governance.
4. *International Journal of Sports Science & Coaching*: Covers sports coaching, athlete performance, and training methodologies.
5. *Journal of Sports Economics*: Publishes research related to the economic aspects of sports, such as pricing, demand analysis, and revenue generation.
6. *Journal of Global Sport Management*: Examines sports management issues from a global and cross-cultural perspective.
7. *Journal of Quantitative Analysis in Sports*: Focuses on applying quantitative methods and analytics to sports-related data.
8. *Journal of Sport and Social Issues*: Explores the social and cultural aspects of sports, including diversity, inclusion, and social impact.

Suggested Websites:

These websites cover a range of research methods and provide valuable insights, tutorials, and tools that can support students' understanding and application of research methods in the context of international sports management:

Research Methods Knowledge Base.

Website: <http://www.socialresearchmethods.net/kb/>

Description: An extensive online resource providing comprehensive information and tutorials on various research methods, including qualitative and quantitative approaches.

Qualitative Research Guidelines Project

Website: <http://www.qualres.org/HomeSemi-3629.html>

Description: Offers a collection of resources and guidelines for conducting qualitative research, including interviews, focus groups, and content analysis.

Social Research Association (SRA)

Website: <https://the-sra.org.uk/>

Description: The SRA provides valuable resources, publications, and events related to social research methods, which can be applicable to sports management research.

Research Methods in Psychology - Simply Psychology

