

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Business and Economics
Programme:	BA International Sports Management
FHEQ Level:	6
Course Title:	Senior Project in Sports Management I
Course Code:	MGT6391
Course Leader:	Dr Colin Howley
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall, Spring
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 5210

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:

A1, A2, A3, A4, A5

B1, B2, B3, B5

C1, C2

D1, D2, D3, D4, D5, D6

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:

1. Select, evaluate and apply critical thinking to sport management issue or phenomenon
2. Plan, monitor, review and evaluate learning development
3. Critically review, consolidate and extend a systematic and coherent knowledge of sport management issue or phenomenon
4. Critically evaluate theories and/or concepts within the area identified as appropriate.

Indicative Content:

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

Assessment:

This course conforms to the Richmond University Writing Intensive Norms approved at Academic Board.

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.

Bryman, A. and Bell, E., 2007. *Business Research Methods*. 2nd ed. Oxford: Oxford University Press.

Cassell, C. and Symon, G., 2004. *Essential Guide to Qualitative Methods in Organizational Research*. London: Sage.

Davies, M. & Hughes, N., 2014 *Doing a Successful Research Project*. 2nd ed. London: Palgrave

Easterby-Smith, M., Thorpe, R. and Jackson, P., 2008. *Management Research*. 3rd ed. London: Sage.

Gray, D.E., 2014. *Doing Research in the Real World*. 3rd ed. London: Sage.

Hennink, M. M., Hutter, I. and Bailey, A., 2011. *Qualitative Research Methods*. Thousand Oaks: Sage.

Ng, W. and Coakes, E., 2013. *Business Research: Enjoy Creating, Developing and Writing Your Business Project*. London: Kogan Page.

Quinlan, C., Babin, B., Carr, J., Griffin M. and Zikmund, W. 2015. *Business Research Methods*. London: Cengage.

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

Companion website: wps.pearsoned.co.uk/ema_uk_he_saunders_resmethbus_6/

Silverman, D., 2013. *Doing Qualitative Research*. 4th ed. Thousand Oaks: Sage.

Symon, G. and Cassell, C. eds., 2012. *Qualitative Organizational Research: Core Methods and Current Challenges*. London: Sage.

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/>

