

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	BA International Sports Management
FHEQ Level:	6
Course Title:	Senior Project in Sports Management II
Course Code:	MGT 6392
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 II is the second constituent of the senior project, which is the culmination of a student's studies in the business major. The course consists of conducting a research project by employing the critical framework, research methodologies and research tools developed in Sport Management Senior Project I. Students will focus upon the practical methods for collecting data from appropriate sources within sport management industries; and analyse the data by using qualitative, quantitative, or mixed-method approaches. The course prioritises development of scholarly research practices for the processes of analysing, interpreting and presenting research findings. Students receive support throughout by regular-scheduled meetings with supervisor(s). At the conclusion of the course, students will present the research findings to faculty and complete a senior project report.

Prerequisites:

MGT 6391

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, B4, 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. Transfer and apply diagnostic skills in the design of a research tool
3. Accept accountability for the determining the ethical implications for research.
4. Synthesis information to arrive at a coherent conclusion.
5. Critically evaluate the implications of the recommendations presented.

Indicative Content:

- Research tools and design
- Evaluating sources
- Ethics and research
- Analysing primary research data
- Presenting research results
- Writing research reports

Assessment:

This course conforms to the Richmond University Assessment 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/>

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