

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	International Sports Management
FHEQ Level:	6
Course Title:	Senior Project in Sports Management II
Course Code:	MGT 6392
Student Engagement Hours:	120
Lectures:	30
Seminar/Tutorials:	15
Independent/Guided Learning:	75
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 Senior Project in Sports Management I

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:

International Sports Management: A1, A2, A3, A5, A6, A7, B1, B3, B4, B5, C1, C2, D1, D3, D4, 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:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Critically review, consolidate and extend a systematic and coherent knowledge of sport management issue or phenomenon – including understanding of sport management environments and operational functions as appropriate to the research topic.

Cognitive Skills

- Demonstrate synthesis of information to arrive at a coherent conclusion; critically evaluate the implications of the research results and recommendations presented within the research report.

Practical and/or Professional Skills

- Transfer and apply diagnostic skills in the design and application of a research tool

Key Skills

- In collaboration with a supervisor, plan and manage the research project and communicate results and discussions in accordance with academic conventions for research report writing

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 University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

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.

Cleland, J., Dixon, K., and Kilvington, D. 2020. *Online Research Methods in Sport Studies*. London: Routledge.

Jones, I. 2022. *Research Methods for Sport Studies*. 4th edition. London: Routledge.

Mukherjee, S. 2020. *A Guide to Research Methodology*. London: Routledge.

North, J. 2017. *Sport Coaching Research and Practice*. London: Routledge.

Severni, T. 2020. *Analytic Methods in Sports*. Boca Raton: Chapman and Hall.

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
Amendment of course learning outcomes to align programme outcomes and QAA FHEQ Level 6 descriptors.	13 Dec 2021	
Various updates as part of the UG programme	AB Jan 2022	

review		
Update to indictive texts	June 2022	
Revision – annual update	May 2023	

