

<b>DEREE COLLEGE SYLLABUS FOR:</b>	
<b>SM 4206 RESEARCH ISSUES IN SPORT MANAGEMENT – LEVEL 6</b> (Compulsory) (Updated Summer 2017)	
<b>US CREDITS 3/0/3</b>  <b>UK CREDITS: 15</b>	
<b>PREREQUISITES:</b>	SM 3002 Sports Marketing SM 3004 Social Issues in Sports
<b>CATALOG DESCRIPTION:</b>	Tools and methodologies to conduct research on contemporary sports management. Integration and synthesis of prior sports management knowledge.
<b>RATIONALE:</b>	<p>The module equips students with the skills, tools and competencies required to conduct secondary and primary research in the subject area of sports management. Students develop applied research competence through a major research project in the field of sports. Students formulate a research question on a contemporary sports management topic, critically discuss the diverse theoretical perspectives on the topic, apply the appropriate methodology to collect and analyse data from the field and report their research findings. The module is geared toward reinforcing students' academic qualities, such as academic writing, selection and evaluation of sources and correct referencing, and developing their overall research attitude and skills, for example: recognizing relevant paradigms/theories on a knowledge area, forming an independent opinion about issues in the knowledge area and developing a critical and analytical perspective in terms of both theory and practice. Research topics may be related to broader issues pertaining to the commercial and social dimensions of sport. Hence, the module allows students the opportunity to critically integrate and synthesize the knowledge acquired in previous sports management modules.</p>
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this module, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the nature of qualitative and quantitative research methodologies and assess the advantages and disadvantages of employing different methodological approaches in sports management research.</li> <li>2. Integrate diverse theoretical perspectives on a knowledge area (pertaining to a contemporary sports management topic) into a coherent theoretical model, which will be used to conduct research in 'real-world' sport organizations.</li> <li>3. Assess the applicability of theoretical assumptions regarding a contemporary sports management topic in the management practice in 'real-world' sport organizations and integrate research findings and conclusions into the broader theoretical debate on a knowledge area.</li> <li>4. Formulate specific recommendations to the management of sport organizations in order to enhance individual and organizational performance based on warranted research findings.</li> </ol>
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions) and practical problems solved in class.</li> <li>➤ Lectures: Lectures provide students with applied methodological knowledge to conduct research in sports management. A substantial amount of time is devoted to supervising student projects individually.</li> <li>➤ Major Written Project (individual): Students conduct research into a contemporary topic in sports management broadly related to the commercial and social dimensions of sport. Research topics must be approved by the course instructor. The fieldwork may include research among key stakeholders (e.g. athletes, managers, board members) in professional or amateur sport organizations. Implications for the management of these organizations must be discussed.</li> </ul>

	<ul style="list-style-type: none"><li>➤ Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class.</li><li>➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li><li>➤ Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.</li></ul>												
ASSESSMENT:	<table border="1"><tr><td>Project Proposal - <b>formative</b></td><td>0%</td><td>Individual, 500 words</td></tr><tr><td>Draft submission of research project components - <b>formative</b></td><td>0%</td><td>Individual</td></tr><tr><td>Midterm Examination (1-hour) - <b>summative</b></td><td>30%</td><td>Essay-type questions</td></tr><tr><td>Major Written Project - <b>summative</b></td><td>70%</td><td>Individual, 3600-4400 words</td></tr></table> <p>The formative assessments aim to prepare students for the summative assessments.</p> <p>The Midterm Examination tests Learning Outcome 1.</p> <p>The Written Project tests Learning Outcomes 2, 3 and 4.</p>	Project Proposal - <b>formative</b>	0%	Individual, 500 words	Draft submission of research project components - <b>formative</b>	0%	Individual	Midterm Examination (1-hour) - <b>summative</b>	30%	Essay-type questions	Major Written Project - <b>summative</b>	70%	Individual, 3600-4400 words
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INDICATIVE READING LIST:	<p><b>REQUIRED MATERIAL:</b></p> <ul style="list-style-type: none"><li>• Veal, A. J. and Darcy, S. (2014). <i>Research Methods in Sport Studies and Sport Management: A Practical Guide</i> (1st Ed.). London, UK: Routledge.</li></ul> <p><b>RECOMMENDED READING:</b></p> <p><b>A. BOOKS</b></p> <ul style="list-style-type: none"><li>• Damon, A., Pedersen, P. &amp; McEvoy, C. (2011) <i>Research Methods and Design in Sport Management</i>, Champaign, IL: Human Kinetics.</li><li>• Edwards, A. &amp; Skinner, J. (2009) <i>Qualitative Research in Sport Management</i>, Oxford, UK: Butterworth-Heinemann.</li><li>• Giulianotti, R. &amp; Robertson, R. (2007) <i>Globalization and Sport</i>, Oxford, UK: Blackwell Publishing.</li><li>• Nixon II, H. L. (2008) <i>Sport in a Changing World</i>, Boulder, CO: Paradigm Publishers.</li><li>• Pedersen, P., Parks, J., Quarterman, J. &amp; Thibault, L. (2011) <i>Contemporary Sport Management</i>, 4th Edition, Champaign, IL: Human Kinetics.</li><li>• Sage, G. H. (2011) <i>Globalizing Sport: How Organizations, Corporations, Media, and Politics are Changing Sport</i>, Boulder, CO: Paradigm Publishers.</li><li>• Slack, T. (2004) <i>The Commercialisation of Sport</i>, London: Routledge.</li><li>• Young, K. &amp; Wamsley, K. B. (2005) <i>Global Olympics: Historical and Sociological Studies of the Modern Games</i>, Amsterdam: Elsevier.</li></ul> <p><b>B. ARTICLES</b></p> <ul style="list-style-type: none"><li>• Shilbury, D. &amp; Ferkins, L. (2011) “Professionalisation, sport governance and strategic capability”, <i>Managing Leisure</i>, 16(2), 108-127.</li><li>• Smith, A. C. T. &amp; Stewart, B. (2010) “The special features of sport: A critical revisit”, <i>Sport Management Review</i>, 13(1), 1-13.</li></ul>												
COMMUNICATION REQUIREMENTS:	Assignments presented in Word. Use of proper English, both oral and written.												

<b>SOFTWARE REQUIREMENTS:</b>	Blackboard, MS Office, search engines
<b>WWW RESOURCES:</b>	<p>Students are expected to use the internet at their own discretion to select information on the ‘individual project’. Examples of interesting internet sources include:</p> <p> <a href="http://www.easm.net">www.easm.net</a>  <a href="http://ec.europa.eu/sport/news/20120703-eu-xg-gg-rpt_en.htm">http://ec.europa.eu/sport/news/20120703-eu-xg-gg-rpt_en.htm</a>  <a href="http://www.olympic.org/">http://www.olympic.org/</a>  <a href="http://www.uefa.com">www.uefa.com</a>  <a href="http://www.uci.ch">http://www.uci.ch</a> </p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The research process</li> <li>2. Qualitative and quantitative research</li> <li>3. Formulating research questions, aims and objectives</li> <li>4. Secondary research</li> <li>5. Theories, concepts and variables in sport research</li> <li>6. Research design</li> <li>7. Collecting and analysing primary data</li> <li>8. Reporting research findings</li> </ol>