

# Unit Outline (Higher Education)

<b>Institute / School:</b>	Institute of Health and Wellbeing
<b>Unit Title:</b>	RESEARCH PRINCIPLES FOR SPORT MANAGEMENT
<b>Unit ID:</b>	ISMAN1008
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	Nil
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080301

## Description of the Unit:

This unit is designed to introduce students to the fundamentals of research methods used within the field of sport management including sport marketing, sport sponsorship, sport governance and sport participation. It will provide background knowledge in qualitative and quantitative research paradigms, including research and questionnaire survey design, ethical issues, statistical data analysis techniques, interpretation of findings and research report writing. Students will work on tasks which require them to collect, analyse and report data to assist them in developing research and evaluation competencies, and appreciating the importance and applications of research in the field of sport management.

**Grade Scheme:** Graded (HD, D, C, P, MF, F, XF)

## Work Experience:

No work experience: Student is not undertaking work experience in industry.

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

**Course Level:**

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

### Learning Outcomes:

#### Knowledge:

- K1.** Describe the types and applications of qualitative and quantitative research study designs in the sport management domain.
- K2.** Define and interpret contemporary methodologies and research design in sport management peer-reviewed literature, including study design, data collection and analysis and findings.
- K3.** Describe the ethical concepts associated with conducting research.

#### Skills:

- S1.** Analyse and incorporate relevant peer-reviewed research literature to justify the research problem and to support the findings.
- S2.** Discuss and apply basic concepts and procedures for descriptive and inferential statistics.
- S3.** Analyse and interpret data to determine trends and/or themes.

#### Application of knowledge and skills:

- A1.** Present findings in a report format, displaying appropriate academic writing skills, and incorporating correct APA referencing.
- A2.** Design and analyse questionnaire surveys relevant for the sport management discipline.

#### Unit Content:

Unit content topics may include:

- Introduction to research for sport management discipline:
  - research concepts in sport management
  - ethical issues in research
- Research process:
  - constructing research questions
  - research design
  - data collection and analysis
  - dissemination of findings
- Research design in sport management:
  - questionnaire surveys
  - interviews
  - focus groups
  - observations
  - case studies
  - pre & post /action research
- Statistical methods in sport management
- Emerging methods and trends in sport management research

**Learning Task and Assessment:**

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, S1 S3	To annotate and review contemporary sport management peer-reviewed literature including reseach design, data collection and analysis and findings.	Annotated bibliography	20-40%
K1, K3, S3, A2	To design a questionnaire survey with a rationale for each question, purpose of data gathered and ethical considerations.	Questionnaire survey	30-50%
K1, S2, S3, A1	To analyse and interpret quantitative data to make recommendations to inform decision making in a report format.	Report	30-50%

**Adopted Reference Style:**

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)