Course Outline (Higher Education)

School:	School of Science, Psychology and Sport
Course Title:	PRINCIPLES OF RESEARCH IN SPORT MANAGEMENT
Course ID:	SPMAN1704
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	(EXSCI1704)
ASCED:	080301

Description of the Course :

This course is designed to introduce students to the fundamentals of statistics 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 design, ethical issues, 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 and statistics in the field of sport management.

Grade Scheme:	Graded (HD, D, C, etc.)

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 course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory			✔			

Level of course in Program	AQF Level of Program					
	5	**6**	**7**	**8**	**9**	**10**
Intermediate	☐	☐	☐	☐	☐	☐
Advanced	☐	☐	☐	☐	☐	☐

Learning Outcomes:

Knowledge:

K1. Describe the types and applications of qualitative and quantitative research study designs in the sport management domain.

K2. Classify types and levels of data obtained through conducting research in sport management.

K3. Distinguish between higher and lower quality literature when reading published research.

K4. Critique contemporary peer-reviewed literature, including research methodologies and statistical results and integrate this knowledge into relevant areas of sport management discipline.

K5. Describe the ethical concepts associated with conducting research.

Skills:

S1. Utilise primary research databases to conduct literature searches.

S2. Critically analyse and incorporate relevant peer-reviewed research literature to justify the research problem and to support the findings.

S3. Calculate, report, and discuss descriptive and inferential statistics.

S4. Conduct and analyse qualitative data to determine trends and/or themes.

S5. Design research questions relevant for sport management discipline surveys.

Application of knowledge and skills:

A1. Present findings in a technical report format, displaying appropriate academic writing skills, and incorporating correct APA referencing.

A2. Engage collaboratively with peers to research a contemporary sport management issue.

Course Content:

The following topics will be covered:

- Introduction to research;
- Using the literature;
- Types of research study designs;
- Ethical issues in research and scholarship;
- Becoming acquainted with statistical concepts;
- Quantitative research;
- Qualitative research;
- Mixed-methods research;
- Completing the research process; and
- Ways of reporting research.

Values:

V1. Appreciate the diversity of approaches to, and relevance of research in the sport management setting.

V2. Recognise the need for critical thinking when appraising research methodology and reports, including statistical results and ethical aspects of research.

V3. Recognise the importance of selecting an appropriate research design when measuring and evaluating in the sport management setting.

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K2, K4, S1, S2, S4	A, A, A, A, A	AT2, AT3	A, A
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	Not applicable	Not applicable	Not applicable	Not applicable
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K3	B	AT1, AT3	C, C
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S3	A	AT2	B
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K5	B	AT3	C

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K3, K4, S1, S2	Utilise research databases to conduct and critically review contemporary literature.	Literature review	20-40%
S1, S2, S3, S4, S5, A1, A2	Conduct and analyse a research project and develop and present a report.	Research report	30-50%
K1, K2, K3, K4, K5	Review of research principles presented in the course.	End of semester test	30-50%

Adopted Reference Style:

APA