Instructor: Dr. Dianna P. Gray  
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Work Telephone: (970) 351-1725  
Office Hours: Arranged  
Class Meetings: August 28-30 and September 25-27, 2015

Course Text (Required):
2. Additional readings (required and elective) will be available on Blackboard at unco.blackboard.com.

Required Reading of Text:
Read the Preface (ix–xi) and chapters 1 through 6 for the first weekend of class; chapters 7-10 and 13-15 will be covered during the second weekend of class. A more detailed breakdown of the required reading for chapters 13-15 will be distributed the first weekend of class.

Regular Required Reading:
Regular reading of academic and trade journals, a national news source, and news magazines is important for an awareness of the current issues and problems in the sport industry. Reading academic journals not only helps to familiarize you with the work in the field but also helps you become more adept consumers of research. The Sports Business Journal, Journal of Sport Management, Sport Marketing Quarterly, Journal of Sport and Social Issues, USA Today, The Wall Street Journal, Business Week, NCAA News, and The Chronicle of Higher Education are among some of the publications I recommend. Additional journals can be found on the Sport Administration research guide (journals tab). You should become familiar with the variety of publications available for your use in this class and subsequent sport administration courses. I expect you to be ready to discuss current topics of research interest associated with sport and its administration.

Course Description:
Introduction to research skills to enable students to master the basic competencies necessary to understand and evaluate published research, and plan and conduct original research with a minimum of assistance. Topics covered in the class include an introduction to the scientific approach, ethical issues in research, the research process, and research design and analysis. Applied research for sport managers (e.g., marketing, management) will be emphasized. Use of APA style (6th edition) for academic writing and principles of authority will also be covered.

Class Format and Teaching Methods:
Throughout the delivery of the course a variety of methods to stimulate your intellectual curiosity and critical thinking skills will be used, including readings, case analysis, lectures, discussion, exercises, and outside class work on assigned online/BB homework exercises and mastery tests, and small group work.

Course Lectures and Study Questions:
Content-based PowerPoint lectures for each unit are available via Blackboard. Prior to each class session, I expect you to have completed all assigned readings, reviewed the PowerPoint slides, and prepared responses to the study questions included at the end of each chapter (not a graded assignment).

UNC Library Research Guides:
Graduate Research Guide: http://libguides.unco.edu/SRM600  
Sport Administration Research Guide: http://libguides.unco.edu/SportAdmin
Instructional Goals - Upon satisfactory completion of the course, you should be able to:
1. Demonstrate an understanding of the scientific approach to the study of research problems.
2. Demonstrate an understanding of how to gather information relating to the major issues confronting sport administrators in a variety of sport and recreation settings.
3. Critically evaluate published research articles and reports.
4. Demonstrate comprehension of different research designs, including survey, interviews, observation, and case studies.
5. Describe methods of collecting and analyzing data.
6. Identify a research problem, conduct research on the extant literature, and write a 20-25 page literature review paper on your approved topic.

Course Requirements:
1. Regular attendance is expected, especially in a course where frequent review of the material is necessary for mastery of the subject matter. Attendance is part of the academic requirement of a course and reflects a commitment to your academic career. Missing class will adversely affect your participation grade and likely, performance on other class assignments. If you are absent for any reason, you are expected to check with other students to find out about lecture material and/or assignments. Absence is not an excuse for missing work.
2. Class participation as demonstrated by being prepared for each class as well as discussing the assigned readings. Class discussion and peer interactions enhance the development of listening, analytical and critical thinking skills. Class discussion expands one's knowledge and often compels one to embrace another's perspective. Students are expected to speak up, ask questions and participate in class discussions. You may increase your participation by bringing in relevant research journal articles or research reports.
3. Thoughtful completion of all readings, assignments and examinations. Unless otherwise noted, both a hard copy and electronic copy of all assignments is required. Electronic copies are to be uploaded via the SES 602 Blackboard shell.
4. All work must be your original work, developed specifically for this class. You should plan to complete all assignments on time. Late assignments (anything turned in or posted to the Blackboard site after the scheduled due date), except those given prior exception by the instructor, will be penalized 5% for each day beyond the stated deadline.

Assessment:
Foremost in the determination of the final grade is the preparation, quality and completeness of your work, as well as your participation in class discussion. Grades will be calculated on a percentage basis by computing points earned out of total points possible (refer to assignment weighting below). Per the University of Northern Colorado’s grading scale, plus-minus grading will be used in this class as follows: A: 92.50%; A-: 90.0-92.49%; B+: 87.5-89.99%; B: 82.5-87.49%; B-: 80.0-82.49%; C+: 77.5-79.99%; C: 72.5-77.49%; etc.

Assignments: (specific instructions/guidelines for each assignment will be distributed in class or can be found on the course Blackboard shell)

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<tr>
<th>Lab exercises:</th>
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<tr>
<td>a) Article search &amp; summary/abstract (20 pts) [Exercise #2]</td>
<td>40 pts</td>
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<td>b) APA quiz (20 pts) [Exercise #4]</td>
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<td>Article annotation [Exercise #1]</td>
<td>25 pts</td>
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<td>Research questions [Exercise #3]</td>
<td>20 pts</td>
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<td>Research article analysis (2 @ 20 pts each) [Exercises #7 and #8]</td>
<td>40 pts</td>
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<tr>
<td>Case Study (2 @ 20 pts each) [Exercises #5 and #6]</td>
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<tr>
<td>Literature Review Paper</td>
<td>100 pts</td>
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<tr>
<td>Comprehensive Final Exam</td>
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<td><strong>Total</strong></td>
<td><strong>365 points</strong></td>
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Library Utilization:
Students are encouraged to use the Michener Library and The Source (online library catalog) to supplement assigned readings and to complete assignments. The Source provides access to the catalogs of several research libraries, the UnCover serials database, and several information databases.
The Source can be accessed from all computer stations on campus as well as via personal computers off campus. SBRNet (Sports Business Research Notebook), Business Periodicals Index, Infotrac General Businessfile ASAP, First Search’s ABI, and Dialog@CARL are also good sources for identifying information related to the sport industry. Refer to the Accessing the Library handout for more information.

**Note:** links to the Source and all databases can be found via the Sport Administration Research Guide and the Graduate Research Guide.

**Honor Code:**
All members of the University of Northern Colorado community are entrusted with the responsibility to uphold and promote five fundamental values: **Honesty, Trust, Respect, Fairness, and Responsibility.** These core elements foster an atmosphere, inside and outside of the classroom, which serves as a foundation and guides the UNC community’s academic, professional, and personal growth. Endorsement of these core elements by students, faculty, staff, administration, and trustees strengthens the integrity and value of our academic climate.

**Plagiarism and Cheating:**
It is expected that you familiarize yourself with the use of authority, and that ideas taken from articles, books, etc., will be properly noted in all papers submitted. It is important to remember that to copy or liberally paraphrase someone else’s work without proper attribution is plagiarism. Unless otherwise instructed, all work should be formatted using APA (6th ed.) style. It is your responsibility to be familiar with the proper guidelines for referencing material used in your work. APA style tutorials and guidelines can be found in the sport administration research guide.

**Academic Misconduct Policy:**
In accordance with university policy, instances of cheating on examinations, plagiarism, or other offenses that violate rules of fair conduct will be reported to the committee on academic misconduct for investigation. Sport Administration students are expected to conduct themselves in accordance with the highest standards of academic honesty. Cheating, plagiarism, illegitimate possession and disposition of examinations or projects, and similar acts or the attempt to engage in such acts are grounds for disciplinary action. This action can include the following in addition to any University disciplinary action:

1. A zero for the assignment.
2. A failing grade for the course.
3. Expulsion from the UNC Sport Administration program.

**Students with Disabilities** who believe they may need accommodations in this class are encouraged to contact the Disability Access Center (970-351-2289) as soon as possible to better ensure that such accommodations are implemented in a timely fashion.

**Cell Phone:**
Please extend courtesy to your instructor and fellow students by silencing your cell phones during class and waiting to check text and email messages until the scheduled breaks. Thank you for your cooperation.