

Degree programme	Type	Course
Sports Management	OP	1

Contact lecturer

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Prerequisites

Intermediate knowledge of statistics.

Group languages

You can consult this information at the [end](#) of the document.

Objectives

1. Formulate researchable questions, objectives and hypotheses in sports management and design coherent research projects.
2. Conduct a systematic literature review and construct a theoretical framework to ground their research.
3. Select and apply appropriate quantitative and qualitative methods, including basic statistical analysis and qualitative data techniques.
4. Analyse and interpret empirical data, evaluate the quality and ethics of their research, and draw evidence-based conclusions.
5. Write and present a rigorous research proposal and findings in line with academic standards, with a clear pathway towards doctoral research.

Learning outcomes

- CA19 (Verify hypotheses based on the analysis of information using research methodologies.) Verify hypotheses based on the analysis of information using research methodologies.
- KA23 (Identify the main research methodologies used in the field of sports management, with a particular emphasis on statistical techniques and qualitative data analysis.) Identify the main research methodologies used in the field of sports management, with a particular emphasis on statistical techniques and qualitative data analysis.
- SA36 (Perform data analysis, organise research questions and hypotheses and implement methodologies to discover empirical answers.) Perform data analysis, organise research questions and hypotheses and implement methodologies to discover empirical answers.
- SA37 (Analyse documents and other useful input for research with the aim of undertaking studies in the field of sports management.) Analyse documents and other useful input for research with the aim of undertaking studies in the field of sports management.

Contents

- Fundamentals of scientific research.
- Formulation of research questions, objectives and hypotheses.
- Literature review and development of the theoretical framework.
- Methodological design of applied research.
- Quantitative methods and basic statistical analysis.
- Qualitative methods and data collection techniques.
- Analysis, interpretation and validation of results.
- Ethics, academic writing and project presentation.
- Application of research to sports management.
- Orientation towards doctoral research.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Research project undertaking	100	4	CA19, KA23, SA36, SA37
Research methods training	45	1.8	CA19, KA23, SA36, SA37

The course adopts a practical and research-oriented methodology, centred on the design and development of research projects in sports management. Learning is organised around active participation, critical analysis and the application of quantitative and qualitative methods.

The teaching approach combines:

- Workshops and seminars to present core theoretical concepts and methodological frameworks and to practise with statistical and qualitative analysis techniques.
- Case studies and problem-based tasks to develop challenge-based learning and critical thinking.
- Individual and group activities, including presentations of specific concepts and mini-research tasks.
- Guided development of a research proposal, aligned with the course objectives and the potential for doctoral research.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Research outcomes presentation	20%	1	0.04	CA19
Research project	40%	0	0	CA19, KA23, SA36, SA37
Literature review	20%	0	0	SA37
Attendance to seminars and workshops	20%	4	0.16	KA23

Attendance to seminars and workshops accounts for 20% of the grade. This focuses on active participation: attending sessions, engaging in discussions, completing in-class tasks, and contributing to group work on methods, case studies, and research design. The aim is to ensure students develop methodological skills through hands-on practice.

The literature review also accounts for 20%. Students produce a written review of scientific literature on a sports management topic, demonstrating systematic search and selection of peer-reviewed sources, critical analysis, identification of research gaps, and construction of a coherent theoretical framework. This is a core skill for researchers and essential for framing research questions and preparing for doctoral work.

The research project is the final component and typically carries the largest weight (often around 40%). Students design a full research proposal or small empirical project, including questions/hypotheses, objectives, theoretical framework, methodology, data collection and analysis plan, ethical considerations, and expected contributions. It is assessed on coherence, methodological soundness, feasibility, and relevance, and serves as a potential foundation for doctoral research.

The research outcomes presentation is another related 20%. Students present orally, with visual support, the outcomes of a research-related task (e.g. mini-study results, case analysis, or part of their project). It is assessed on clarity, structure, explanation of methods and results, critical reflection, and quality of communication and visuals. This develops the ability to communicate research professionally.

Bibliography

References will be provided by the involved professor(s).

Software

Statistics software (R, Stata, etc.)

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	1	Spanish	second semester	morning-mixed
(TEm) Theory (master)	5	English	second semester	morning-mixed
(TEm) Theory (master)	10	Spanish	second semester	morning-mixed
(TEm) Theory (master)	50	English	second semester	morning-mixed