



WICHITA STATE  
UNIVERSITY

COLLEGE OF APPLIED STUDIES

Department of Sport Management

### ***Sport Management: Outcomes Assessment Plan***

In accordance with the Commission on Sport Management Accreditation (COSMA), which accredits both our graduate and undergraduate programs, the following document provides the mission, program constituents, student learning outcomes, and operational effectiveness goals for both sport management-related programs.

Assessment of educational goals are made available by contacting the Mark Vermillion, Chair of the Department of Sport Management ([mark.vermillion@wichita.edu](mailto:mark.vermillion@wichita.edu)).

#### **Mission**

The Department of Sport Management's mission is to develop students into well-educated, ethical, competent sport management professionals. The department's teaching, research, and service activities will occur in a positive learning environment valuing both theory and practice.

#### ***B.A.—Sport Management***

#### **Program Constituents**

The primary constituents served by the B.A.-Sport Management program are students, alumni, and sport management practitioners.

#### **Program Broad Based Goals**

The broad-based program goals for the B.A.-Sport Management program are as follows:

- 1) Provide a comprehensive curriculum allowing students to develop into well-educated sport management professionals.
- 2) Assist students in the development of critical-thinking and problem-solving skills.
- 3) Assist students in the development of interpersonal and communication skills.
- 4) Facilitate students' understanding and appreciation of diversity and its importance in the sport industry.
- 5) Facilitate applied learning and professional development opportunities for students.

## **Student Learning Outcomes**

The approved student learning outcomes for students in the B.A.-Sport Management program are:

- 1) Students will display knowledge and understanding of the management, marketing, public relations, financial, psycho-social, and legal concepts relevant to effective practice for those preparing for careers in the sport management field
- 2) Students will be able to apply ethical decision-making frameworks in relation to issues facing sport managers.
- 3) Students will display critical thinking skills related to effective decision-making in sport organizations.
- 4) Students will display an understanding of, and appreciation for, diversity in sport.
- 5) Students will demonstrate the oral, written and interpersonal communication skills necessary for effective sport management practice.
- 6) Students will demonstrate skills pertaining to the use of technology in sport management.
- 7) Students will acquire more than 600 hours of field experience in which the knowledge and skills acquired in their sport management classes are successfully applied in a sport management setting.

## **Student Learning Outcomes Measures**

Student learning outcomes will be assessed at a programmatic level using the following tools.

SMGT 447-Internship Reflection Report (direct measure)

- Students address multiple topics in the paper:
  - How well they were able to meet the learning objectives specified for their internship
  - How their experience as an intern related to the theory/concepts presented in other required coursework
  - How ethical decision-making was relevant to their internship
  - How they employed critical thinking skills during their internship
  - How they encountered diversity issues within the organization in which they served or within the organization's key publics
  - How well they employed communication skills during their internship
  - How well they employed technological skills during their internship
- Criterion: Evaluation of "acceptable" or better for each major section of the grading rubric
- Benchmark: Minimum of 80% at acceptable or better for each section of the report
- Results to be reported annually

#### SMGT 447-Resume (direct measure)

- Students submit an updated resume at the conclusion of their internship to demonstrate how their internship has enhanced their credentials as a candidate for employment
- Criteria:
  - Rating of “acceptable” or better based on grading rubric
- Benchmarks:
  - Minimum of 80% receiving at acceptable or better based on rubric
- Results to be reported every year

#### SMGT 446-Key Concepts Exam (direct measure)

- Exam covers key concepts from required sport management classes that reflect critical knowledge students should possess as they enter their internship
- Criterion: Exam score of 80% or better
- Benchmark: Minimum of 80% of students scoring 80% or better on exam
- Results to be reported annually

#### SMGT 475- Ethics Writing Assignment (direct measure)

- Students go to the Josephson Institute of Ethics’ website and read a report summary detailing how sportsmanship and cheating are related to youth sports and scholastic athletes. Specifically, students identify the impact of socio-moral values within the sport management industry by critically examining ethical dilemmas and answering probing questions.
- Criterion: “Acceptable” or better based on rubric
- Benchmark: Minimum of 80% of students receiving score of “acceptable” or better
- Results to be reported every three years

#### SMGT 461- Risk Management Project (direct measure)

- Students will partner with a fellow classmate and attend an intercollegiate sporting event at an approved facility. Students will be required to address aspects of risk management by identifying potential risks (both managed and unmanaged) within both the facility and at the event. Students will develop an in-depth analysis, complete with photographic/empirical evidence, substantiating their conclusions.
- Criterion: “Acceptable” or better based on grading rubric (critical thinking)
- Benchmark: Minimum of 80% of students receiving score of “acceptable” or better
- Results to be reported every three years

#### SMGT 444-Organizational Diversity Reflection Paper & Presentation (direct measure)

- In groups, students will examine and assess diversity-related policies of a sport organization of their choosing. They will evaluate how the organization addresses diversity-related issues such as age, ethnicity, gender, religious, and others. Each group will submit a 2-3 page paper of their findings and present their evaluations to the class.
- Criterion: “Acceptable” or better based on rubric
- Benchmark: Minimum of 80% of students receiving score of “acceptable” or better
- Results to be reported every three years

#### SMGT 112-Instructor Interview Assignment (direct measure)

- Students research a position in the sport industry, write a job description of that position, and orally present their descriptions and findings in an interview with the course instructor.
- Criterion: “Acceptable” or better based on communication section of rubric
- Benchmark: Minimum of 80% of students receiving score of “acceptable” or better
- Results to be reported every three years

#### SMGT 426-Social Media Project (direct measure)

- Students will be asked to conduct an extensive online public relations campaign, employing various forms of social media, for a sporting event, organization or athlete. Students will present their projects at the end of the semester and will be graded upon several categories including the use of their selected social medium/media.
- Criterion: “Acceptable” or better based on rubric
- Benchmark: Minimum of 80% of students receiving score of “acceptable” or better
- Results to be reported every three years

#### SMGT 447-Internship Site Supervisor Evaluation (indirect measure)

- Site supervisors’ final written evaluation of interns which assesses students’ knowledge base, ethical decision-making abilities, critical thinking skills, technological skills, understanding of diversity, communication skills, and overall performance as an intern.
- Criteria:
  - Rating of “mostly prepared” or better in regard to knowledge base and learning outcome items
  - Rating of “agree” or better in regard to performance items
- Benchmarks:
  - Minimum of 90% receiving an overall performance rating of “agree” or better
  - Minimum of 80% of responses to knowledge base items at “prepared”
- Results to be reported every year

Student Exit Survey (indirect measure).

- Survey of undergraduate students administered at the end of SMGT 447A-Internship
- Criterion: “Mostly prepared” or better
- Benchmark: Minimum of 80% of all responses meeting criterion
- Survey is conducted and results reported every year

Employer Survey (indirect measure).

- Survey of graduates’ employers regarding the graduates’ preparation for effective sport management practice
- Criterion: “Mostly prepared” or better
- Benchmark: Minimum of 80% of all responses meeting criterion
- Survey is conducted and results reported every three years

Alumni Survey (indirect measure).

- Survey of recent graduates regarding their preparation for effective sport management practice
- Criterion: “Mostly prepared” or better
- Benchmark: Minimum of 80% of all responses meeting criterion
- Survey is conducted and results reported every three years

### **Operational Effectiveness Goals**

The approved, operational effectiveness goals for the Department of Sport Management are:

- 1) Recruit and/or retain diverse, high quality administrators, faculty and staff.
- 2) Recruit and retain diverse, quality students to meet local and global demands for our graduates.
- 3) Achieve professional recognition for programs.
- 4) Strengthen the graduate program to support the University’s research and grants/contracts mission components.
- 5) Ensure a technology rich culture in which administrators, students, faculty, and staff work together to (a) pursue innovation and excellence, (b) promote intellectual exploration, and (c) enhance learning.
- 6) Develop and maintain collaborative relationships, locally and globally, that enrich the department’s mission.

## **Operational Effectiveness Measures**

Operational effectiveness is evaluated utilizing the following measures:

- 1) Aggregated SPTE data
- 2) Faculty scholarship records
- 3) University/college/department diversity data (students, faculty, staff, and administrators)
- 4) Exit survey
- 5) Sport management exit survey
- 6) Employer survey
- 7) Alumni survey
- 8) Sport Management Advisory Council
- 9) Student credit hour data
- 10) Graduation and retention rates
- 11) Annual review of strategic plan
- 12) Kansas Board of Regents approval status
- 13) Commission on Sport Management Accreditation status
- 14) Faculty professional development report
- 15) Faculty grant writing report
- 16) SPTE technology comments
- 17) Faculty/staff technology updates
- 18) Faculty/staff partnership reports

### ***M.Ed.—Sport Management***

#### **Program Constituents**

The primary constituents served by the M.Ed.-Sport Management program are students, alumni, and sport management practitioners.

#### **Program Broad Based Goals**

The broad-based program goals for the M.Ed.-Sport Management program are as follows:

- 6) Provide a comprehensive curriculum allowing students to develop into well-educated sport management professionals.
- 7) Advance students' development of broad-based skills, including critical-thinking, problem-solving, interpersonal and communication skills.
- 8) Facilitate applied learning and professional development opportunities for students.
- 9) Advance students' understanding and appreciation of diversity and its importance in the sport industry.
- 10) Develop students' understanding of the foundations and importance of research in the sport industry.

## **Student Learning Outcomes**

The approved student learning outcomes for students in the M.Ed.-Sport Management program are:

- 1) Students will display knowledge and understanding of the management, marketing, public relations, leadership, socio-cultural, and legal concepts relevant to effective practice for those seeking to advance careers in the sport management field.
- 2) Students will be able to evaluate and effectively apply advanced ethical decision-making frameworks in relation to issues facing sport managers.
- 3) Students will display critical thinking skills related to effective managerial decision-making in sport organizations.
- 4) Students will articulate the foundations of effective research in sport management.
- 5) Students will critically evaluate diversity and its impact on managerial decision-making in sport.
- 6) Students will demonstrate the advanced oral, written and interpersonal communication skills necessary for effective sport management practice.
- 7) Students will acquire more than 800 hours of field experience in which the knowledge and skills acquired in their sport management classes are successfully applied in a sport management setting.

## **Student Learning Outcomes Measures**

Student learning outcomes will be assessed at a programmatic level using the following tools. Appendix A contains a table listing student learning outcomes, assessment tools, and benchmarks.

### Comprehensive Exam (direct measure)

- Administered during the semester in which a student applies for graduation. Covers all required course work
- Program faculty utilize the rubric when evaluating students
- Criterion: Grade of “acceptable” on each section of the exam based on rubric
- Benchmark: Minimum of 95% at acceptable or better overall
- Results to be reported annually

### SMGT 847-Internship Reflection/Integration Paper (direct measure)

- Students address multiple major topics in the paper:
  - How well they were able to meet the learning objectives specified for their internship
  - How their experience as an intern related to the theory/concepts presented in three of their required courses
  - How they employed critical thinking skills during their internship
  - How they employed research skills or observed the use of research within the organization in which they served
  - How they encountered ethics-related issues during their internship

- How they encountered diversity issues within the organization in which they served or within the organization's key publics
- What types of communication skills they were required to employ and how effective they were in their communication?
- Criterion: Grade of "acceptable" or better for each of the major sections of the rubric
- Benchmark: Minimum of 90% at acceptable or better for each section major section of the report
- Results to be reported annually

#### SMGT 847-Resume (direct measure)

- Students submit an updated resume at the conclusion of their internship to demonstrate how their internship has enhanced their credentials as a candidate for employment/professional advancement
- Criteria:
  - Rating of "acceptable" or better based on grading rubric
- Benchmarks:
  - Minimum of 90% receiving at acceptable or better based on rubric
- Results to be reported every year

#### SMGT 800-Research Report (direct measure)

- Students will develop a group research report utilizing data analysis and visualization techniques. Specifically, each group will identify a research question related to a salient research question, collect data or identify a secondary database relating to the research question, and develop a technical research report, which demonstrates a quality understanding of the research process (including proper statistical analyses). Students will develop a report describing their research process, summarizing the appropriate literature, graphically representing their results, and drawing appropriate conclusions.
- Criterion: "Acceptable" based on rubric
- Benchmark: Minimum of 90% at acceptable or better based on rubric
- Results to be reported every three years

#### SMGT 801-Organizational Evaluation Assignment (direct measure)

- Students profile a sport organization and write a position paper regarding its effectiveness.
- Criterion: "Acceptable" based on critical analysis portion of rubric
- Benchmark: Minimum of 90% at acceptable or better based on rubric
- Results to be reported every three years



#### SMGT 812-Ethical Dilemma Assignment (direct measure)

- Students examine ethical dilemmas within the sport management industry by developing a deductive argument based upon discussed ethical frameworks. Specifically, students will identify an ethical issue in the industry, gather evidence of the issue's relevance, and provide a critical narrative examining the underlying value conflicts.
- Criterion: "Acceptable" based on rubric
- Benchmark: Minimum of 90% at acceptable or better based on rubric
- Results to be reported every three years

#### SMGT 803-Marketing Plan (direct measure)

- Students work in groups to develop a comprehensive marketing plan for a real or hypothetical sport organization. A written plan is submitted for review, and an in-class presentation is also made.
- Criterion: "Acceptable" based on communication portion of rubric
- Benchmark: Minimum of 90% at acceptable or better based on rubric
- Results to be reported every three years

#### SMGT 810-Diversity Paper (direct measure)

- Students address the nature of diversity, its relationship with leadership effectiveness, and recommendations regarding managing diversity within organizations
- Criterion: "Acceptable" based on rubric
- Benchmark: Minimum of 90% at acceptable or better based on rubric
- Results to be reported every three years

#### SMGT 847-Internship Site Supervisor Evaluation (indirect measure)

- Site supervisors' final written evaluation of interns which assesses the students' overall performance, attainment of internships objectives, knowledge base, ethical decision-making ability, critical thinking skills, research skills, understanding of diversity, and communication skills
- Criteria:
  - Rating of "agree" or better in regard to performance evaluation and professional qualities items
  - Rating of "mostly prepared" or better in regard to knowledge base and learning objectives items
- Benchmarks:
  - Minimum of 95% receiving "agree" on performance evaluation items
  - Minimum of 80% of responses to other items at either "mostly prepared" or better, or "agree"
- Results to be reported every year

Employer Survey (indirect measure).

- Survey of graduates' employers regarding the graduates' preparation for effective sport management practice
- Criterion: "Mostly prepared" or better
- Benchmark: Minimum of 80% of all responses meeting criterion
- Survey is conducted and results reported every three years

Alumni Survey (indirect measure).

- Survey of recent graduates regarding their preparation for effective sport management practice
- Criterion: "Mostly prepared" or better
- Benchmark: Minimum of 80% of all responses meeting criterion
- Survey is conducted and results reported every three years