

## KINESIOLOGY-SPORTS MANAGEMENT ASSESSMENT PLAN

**Department/Program: KINESIOLOGY**

### **Student Learning Objectives (SLO) for SPORTS MANAGEMENT UNDERGRADUATE MAJORS**

Students earning a B.S. in Sports Management will be able to:

1. Explain the cultural traditions, social values, and psycho-social experiences related to sport.
2. Employ knowledge of the concepts of management and leadership and describe the various roles, skills, and functions of sport managers.
3. Explain concepts of morality and theories of ethics as they apply to sport.
4. Apply fundamental marketing concepts to the sport industry, understand the uniqueness of the sport product, and the unique aspects of sport consumer and sport product markets.
5. Explain the importance of budget and finance to sport-related industries and evaluate economic principles as they relate to the sport industry.
6. Explain legal concepts within the sport workplace, understand basic risk management issues applied to the conduct of sport, and evaluate the role of sport governing bodies including their authority, organizational structure, and functions.
7. Apply and evaluate principles of facility and event management and design, particularly as they are related to sport organizations.

| <b>Outcome Measure</b>  | <b>SLO's</b>  | <b>Description of Departmental Use of Data</b>  |
|---|---------------|---|
| Upon graduation from the sports management program students will have completed multiple artifacts for direct assessment. Artifacts include: Budget Projection Project, Legal Debate Trial, and Sport Facility Business Plan Project. | 5,6,7         | Results are assessed and discussed with department faculty to determine applicability with industry requirements.                                 |
| Required Internship – sports management majors will complete a six-credit internship to assess learning outcomes.   | 1,2,3,4,5,6,7 | Data is collected by program director and reported to the department assessment committee for discussion and analysis.                            |
| Final assessment in KIN 310, 320, 333, 343, 433, and 443, in form of formal presentations and exit exams.   | 1,2,3,4,5,6,7 | Work is analyzed by program faculty and reported to chair and department assessment committee. Test results are discussed at department meetings. |
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1. **Results**—Review activities and findings by completing the Assessment Activities Table below. You can also provide a brief discussion afterward if you feel it would help the committee understand your assessment activities and findings during this cycle.

**Assessment Activities Table**

| <p><b>This year we assessed SLO(s)...</b><br/><br/>(list each SLO in its own row)</p>   | <p><b>...using Outcome Measure(s) (OMs).</b><br/><br/>(See Report Instructions for description and example)<br/><br/>Direct OM(s):<br/><br/>Indirect OM(s):</p>   | <p><b>Findings:</b><br/><br/><b>program-performance for these SLOs, as indicated by these OMs, is:</b><br/><b>Excellent/Satisfactory/Needs Improvement</b><br/><br/>(See Report Instructions for description and example)</p> | <p><b>Strategies for Improvement</b><br/><br/><b>(in selected areas):</b><br/><br/>(See Report Instructions for description and example)</p> |
|---|---|---|--|
| <p>SLO1: Explain the cultural traditions, social values, and psycho-social experiences related to sport.</p>  | <p><b>Direct OM(s): KIN 150, KIN 310, KIN 320</b> Midterm &amp; Final Exams; Chapter quizzes measuring competency<br/><b>KIN 320</b> Ethical Dilemma work incorporating Zinn’s Ethical Decision Making Model &amp; the SLEEPE Principle<br/><br/><b>Indirect OM(s):</b> Course evaluations, Acceptance to graduate programs, Internship evaluations, Employment success</p> |   |  |
| <p>SLO2: Employ knowledge of the concepts of management and leadership and describe the various roles, skills, and functions of sport managers.</p> | <p><b>Direct OM(s): KIN 240, KIN 333, KIN 343, KIN 433, KIN 443</b> Midterm &amp; Final Exams; Chapter quizzes measuring competency<br/><b>KIN 443</b> Budget Projection project (see below)<br/><b>KIN 486</b> Internship portfolio/Interview skills</p>   |   |  |

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|  | <p><b>Indirect OM(s):</b> Course evaluations, Acceptance to graduate programs, Internship evaluations, Employment success</p>  |  |  |
| <p>SLO3: Explain concepts of morality and theories of ethics as they apply to sport.</p>   | <p><b>Direct OM(s):</b><br/> <b>KIN 320</b> Research Paper<br/> <b>KIN 433</b> Legal Debate Trial (see below); Ethical Theories are applied to various sport industry administrative areas<br/> <b>Indirect OM(s):</b> Course evaluations, Acceptance to graduate programs, Internship evaluations, Employment success</p> |  |  |
| <p>SLO4: Apply fundamental marketing concepts to the sport industry, understand the uniqueness of the sport product, and the unique aspects of sport consumer and sport product markets.</p> | <p><b>Direct OM(s):</b><br/> <b>KIN 343</b> Group Project<br/> <b>Indirect OM(s):</b> Course evaluations, Acceptance to graduate programs, Internship evaluations, Employment success</p>  |  |  |
| <p>SLO5: Explain the importance of budget and finance to sport-related industries and evaluate economic principles as they relate to the sport industry.</p>                                 | <p><b>Direct OM(s):</b><br/> <b>KIN 333</b> Group Project<br/> <b>KIN 443</b> Budget Projection Project (see below)<br/> <b>Indirect OM(s):</b> Course evaluations, Acceptance to graduate programs, Internship evaluations, Employment success</p>  |  |  |
| <p>SLO6: Explain legal concepts within the sport workplace, understand basic risk management issues applied to the conduct of sport, and</p>   | <p><b>Direct OM(s):</b><br/> <b>KIN 240</b> Quizzes, Exams<br/> <b>KIN 433</b> Team Legal Debate<br/> <b>Indirect OM(s):</b></p>   |  |  |

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| evaluate the role of sport governing bodies including their authority, organizational structure, and functions.                           | Course evaluations, Acceptance to graduate programs, Internship evaluations, Employment success  |  |  |
| SLO7: Apply and evaluate principles of facility and event management and design, particularly as they are related to sport organizations. | <b>Direct OM(s):</b><br><b>KIN 333</b> Sport Facility Business Plan Project (see below)<br><b>Indirect OM(s):</b><br>Course evaluations, Acceptance to graduate programs, Internship evaluations, Employment success |  |  |

**Discussion (Optional):**

2. What **revisions**, if any, to current SLOs and/or outcome measures did you make from previous plan?
  
3. **Plans**- What learning objectives will you be assessing in the next cycle?

**Student Learning Objectives (SLO) for SPORTS MANAGEMENT UNDERGRADUATE MAJORS**

1. Demonstrate competencies in general business and sport disciplines (i.e. management, marketing, finance, law, and ethics) as related to the industry.
2. Demonstrate skills in written and oral communication that relate to the sports industry.
3. Demonstrate the ability to apply industry-specific technological tools and operating procedures.
4. Demonstrate team-building skills, and the ability to work in groups.
5. Apply ethical values to general business principles and practice.

*Instructions*

Mark the courses/events/experiences/activities that currently address either Program SLOs or VU/Gen Ed SLOs for Gen Ed courses using the following:

Enter an **I** to indicate students are introduced to the SLO

**R** indicates the SLO is reinforced and students afforded opportunities to practice

**M** indicates that students have had sufficient practice and can now demonstrate mastery appropriate for the degree level

**A** indicates where evidence is collected and evaluated for program-level assessment as specified in the Departmental Assessment Plan

| Course/    | Sport Management Program/Department SLOs |     |     |     |     |
|------------|--|-----|-----|-----|-----|
| Experience | # 1                                      | # 2 | # 3 | # 4 | # 5 |
| 150        | I  | I   | I   | I   | I   |
| 220        | I  | R   | I   | R   | I   |
| 233        | R  | R   | R   | R   | R   |
| 240        | R  | R   | R   | R   | R   |
| 310        | R  | R   | R   | R   | R   |
| 320        | R  | R   | R   | R   | R   |
| 333        | M  | M   | M   | R   | R   |
| 343        | M  | M   | M   | M   | R   |
| 386        | R  | R/A | M   | R   | R   |
| 433        | M  | M   | M   | M/A | M   |
| 443        | M  | M/A | M/A | M/A | R   |
| 486        | M/A                                      | M/A | M/A | M   | M   |
|            |  |     |     |     |     |