

SPORTS ADMINISTRATION ASSESSMENT PLAN

Department/Program: KINESIOLOGY/SPORTS ADMINISTRATION

Student Learning Objectives (SLO) for SPORTS ADMINISTRATION GRADUATE MAJORS

Students earning a M.S. in Sports Administration 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.

Outcome Measure	SLO's	Description of Departmental Use of Data
Upon graduation from the sports administration program students will have completed multiple artifacts for direct assessment. Artifacts include: Budget Projection Project, Legal Debate Trial, and Sport Facility Risk Analysis Project.	5,6,7	Results are assessed and discussed with department faculty to determine applicability with industry requirements.
Required Internship – sports administration 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 610, 615, 620, 621, 625, 630, 633, 643, 653, and 670 in form of formal/portfolio 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.

1. **Results**—Briefly discuss assessment activities and findings during this cycle and describe what recent programmatic changes, if any, were made in response to the findings. Discuss the rationale for any changes by referencing the SLO# and the findings from your assessment program.

Assessment Activities Table

<p>This year we assessed SLO(s)... (list each SLO in its own row)</p>	<p>...using Outcome Measure(s) (OMs). (See Report Instructions for description and example) Direct OM(s): Indirect OM(s):</p>	<p>Findings: program-performance for these SLOs, as indicated by these OMs, is: Excellent/Satisfactory/Needs Improvement (See Report Instructions for description and example)</p>	<p>Strategies for Improvement (in selected areas): (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>Direct OM(s): KIN 610, KIN 625 Midterm & Final Exams; Chapter quizzes measuring competency Indirect OM(s): Course evaluations, 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>Direct OM(s): KIN 621,633 Midterm & Final Exams; Chapter quizzes measuring competency Indirect OM(s): Course evaluations, Internship evaluations, Employment success</p>		
<p>SLO3: Explain concepts of morality and theories of ethics as they apply to sport.</p>	<p>Direct OM(s): KIN 625 Research Paper; Ethical Theories are applied to various sport industry administrative areas</p>		

	Indirect OM(s): Course evaluations, Internship evaluations, Employment success		
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.	Direct OM(s): KIN 643 Group Project Indirect OM(s): Course evaluations, Internship evaluations, Employment success		
SLO5: Explain the importance of budget and finance to sport-related industries and evaluate economic principles as they relate to the sport industry.	Direct OM(s): KIN 653 Budget Projection Project Indirect OM(s): Course evaluations, Internship evaluations, Employment success		
SLO6: 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.	Direct OM(s): KIN 670 Quizzes, Exams, Team Legal Debate, Legal Audits Indirect OM(s): Course evaluations, Internship evaluations, Employment success		
SLO7: Apply and evaluate principles of facility and event management and design, particularly as they are related to sport organizations.	Direct OM(s): KIN 653 Risk Analysis Project Indirect OM(s): Course evaluations, 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 ADMINISTRATION GRADUATE MAJORS

Students earning a M.S. in Sports Administration 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.

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

