



2008-2009 Assessment Plan Report

PROGRAM ASSESSMENT REPORT AY 2008-2009

Report Date:

School/College: College of Arts & Sciences

Department/Program: Sport Management Program

Person completing the Report: Dan Rascher, Director of Academic Programs

1. **Overview Statement:** Briefly summarize the assessment activities that were undertaken this academic year, indicating:

a. which program learning outcomes were assessed this year.

The Sport Management Program offers a master's program that is on a 22-month cycle, meaning that cohorts of students enter together and spend 22 months together. We did not begin conducting the assessment until September 2008, so we were not able to begin with the July 2008 cohort. However, our January 2009 cohort is in the process of being assessed. As of today, those students have completed three courses, Leadership and Critical Thinking in Sport, Sport Marketing, and Accounting and Budgeting in Sport. The learning outcomes in those three courses have been assessed. They are each listed in the attached tables for the three courses.

b. who in your department/program was involved in the assessment of the above learning outcomes

For the first course's learning outcomes, the professor (Assoc. Prof. Rich Cellini) for the course conducted the assessment for the random sample of 10 students (out of 35). As described in our Program Assessment Plan, for the ~100 students each year that we graduate, we are randomly sampling about 1/3 of those students to assess directly. The second course's learning outcomes were assessed by its professor, Assistant Professor Andrew Choi. The third course is taught by Adjunct Professor Markus Leunig and he assessed the learning outcomes in that course.

2. **Please Answers the Following Questions for Each of the Student Outcomes Assessed:**

a. **What did you do?**

Describe clearly and concisely how you assessed the learning outcomes that were evaluated this year (e.g., measures, research methods, etc.). [please use bullet points to answer this question]



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- As shown in the attached tables, each learning outcome was assessed using a 5-pt scale and an appropriate tool or measure.
- The tools involved written and oral assignments, and exams
- The faculty member conducted the assessment at the end of the course (our Program has 6- and 8-week courses).

b. **What did the faculty in the department or program learn?**

Summarize your findings and conclusions as a result of the assessment indicating strengths and weaknesses in student learning demonstrated by this assessment.

So far, 26 of 70 learning outcomes have been fully or partially assessed, thus this is a very preliminary finding. On average, the students are ranging from 3.2 to 4.2 on a 1-5 scale for the 26 learning outcomes. The goal is to have a 3.5 average (or 10% getting 2, 40% getting 3, 40% getting 4, and 10% getting 5, with 0% getting 1).

By learning outcome, there are four concern areas:

1. Recognize and apply leadership theory to the discipline of sport management.
2. Identify the various forms of financing and the pros and cons of using each form.
3. Develop interpretive techniques by which to analyze and critically evaluate current and future industry directions, opportunities and possibilities.
4. To classify and demonstrate sources of financing and to integrate a business plan and budget.

By learning outcome, there are four strength areas:

5. Recognize, discuss, and assess the principles of sports marketing including branding, integrated marketing, sponsorship, sales, licensing and athlete marketing.
6. Differentiate both the importance of individual thinking and collaborative work.
7. To classify and discuss the basic budget formats and concepts and be able to apply those concepts into the development of an operating budget.
8. Identify the major sources of sport marketing information.

The low assessment in leadership and industry understanding is not surprising given that the students are just starting the program and both leadership and industry understanding are outcomes that take time to build the knowledge for. Both concepts are further developed in later courses. The concerns in financing are also taught in another course – a full assessment of those concerns will take place after that course.

c. **What will be done differently as a result of what was learned?**

Discuss how courses and/or curricula will be changed to improve student learning as a result of the assessment. Include a discussion of how the faculty will help students overcome their weaknesses and improve their strengths.

Given the early stage of this assessment, there are no plans to make any changes related to the weaker outcomes because they are all reinforced in later courses.



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3. **Attach a copy of the components of the department/program assessment plan that have been modified since its initial submission:**
 - a. Program Mission
 - b. Program Learning Goals
 - c. Program Learning Outcomes
 - d. Program Learning Rubrics aligned with outcomes
 - e. Curriculum map that shows the courses that pertain to the outcome

Please return to: Provost Office by June 1, 2009

You can send your replies as either a Word attachment (to: marin@usfca.edu) or as a hard copy to: Provost Office, Lone Mountain Rossi Wing 4th floor.

If you have any questions, please contact: William Murry, Director of Institutional Assessment (wmurry@usfca.edu or x5486).

I=Introduced, R=Reinforced, EC=Extended Coverage

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<i>Program Goals</i>		Student 30.01	Student 30.02	Student 30.03	Student 30.04	Student 30.05	Student 30.06	Student 30.07	Student 30.08	Student 30.09	Student 30.10	Average of Learning Outcome	
<i>Learning Outcomes</i>													
9	Craft business strategy using what-if analysis to evaluate action alternatives, and making sound strategic decisions.												
10	Formulate a sales strategy and related techniques for a sports product.												
11	Diagram a ticket sales department structure.												
12	Explain and perform a negotiation.												
13	Employ skills and conduct a legal research.												
14	Recognize and create a research design, from background and objectives, through methodology.												
15	Recognize, differentiate, and assess the organizational and operational aspects of a sport organization.	3	4	4	3	4	4	4	3	4	4	3.7	
16	Recognize and apply knowledge, theory, and understanding from academic courses and other life experiences to the professional environment.												
17	Identify, plan, implement, and evaluate independent projects that benefit the organization.												
18	Formulate written goals and measurable objectives to be accomplished during the Internship.												
C. Successfully use leadership skills and other functional skills in the sport marketplace.													
1	Identify the major sources of sport marketing information.	4	5	4	4	5	5	4	5	5	4	4.5	
2	List, classify, and assess an overview of careers in sports marketing through direct interaction with professionals in the field.	4	5	5	2	4	5	4	2	2	2	3.5	
3	Classify, organize and assess strengths which may be developed and weaknesses which can be improved.												
D. Apply effective written, oral, and presentation skills.													
1	Develop and apply communication and presentation skills.	4	4	4.5	3	4	4	3.5	3	3.5	3	3.7	
2	Develop a management plan for running a professional baseball team that includes the concepts of corporate objectives, strategies, and tactics.												
3	Develop written plans including business plans, marketing plans, sponsorship plans, strategic plans, sport culture case studies, and team management plans	4	4.5	3.5	3	5	4	3.5	3	3	4	3.8	
4	Recognize and apply the following skills and techniques, which are common in practice within an organization: communication skills, motivation of others, marketing skills, and related strategic organizational skills.	3.5	3.5	3.5	3	4.5	3	3.5	3	3	3.5	3.4	
E. Conduct themselves in a professional and responsible manner as sport managers.													
1	Recognize the importance of ethical principles, core values, and responsible management practices to the conduct of a company's business.	3.7	4.0	4.0	2.7	3.7	3.3	3.3	3.3	3.3	3.3	3.5	
2	Demonstrate ability to build a network of contacts with professionals in the Sport Marketplace.												
Average for Each Student		3.8	4.0	3.9	3.2	4.2	3.9	3.7	3.2	3.4	3.6	3.7	