

## **I. NAME OF ALL PROGRAMS ASSESSED**

Sport Management Master of Science Graduate Program

## **II. LOGISTICS**

- 1. Please indicate the name and email of the program contact person to whom feedback should be sent (usually Chair, Program Director, or Faculty Assessment Coordinator).**

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## **III. MISSION STATEMENT**

No changes were made to the Mission Statement since the last report.

### **Mission Statement (Graduate):**

The core mission of the Sport Management Master's Program is to promote learning through excellence in teaching and scholarship and through reasoned discourse in a cohesive, ethical, and communal environment. The Program offers students the knowledge and skills to develop into successful persons and professionals.

The Sport Management Master's Program will be internationally recognized as a premier Master's Program that provides professional preparation and educates leaders. The Program will utilize its configuration as an evening program and its locations in large urban settings to promote learning outside of the classroom through internships, jobs, field research and other practical experiences.

## **IV. PROGRAM LEARNING OUTCOMES**

Now that the program has transitioned from the MA to the MS, the PLOs changed along with that transition. The new PLOs are contained in the Appendix. While some of them are very similar, they have been streamlined and also include more emphasis on analysis.

**PLOs (Graduate):**

- A. Recognize, classify, and demonstrate knowledge of the breadth and depth of the sport marketplace, including the development of leadership, communication, data-driven decision-making and problem-solving, and networking skills.
- B. Recognize, discuss, and demonstrate knowledge of globalization, themed entertainment, culture, sociology, and commerce on the sport marketplace with the development of critical thinking and analytical skills.
- C. Demonstrate skills in business writing, research, and qualitative and quantitative analysis.
- D. Demonstrate practical analytical, management, and leadership skills within the industry.
- E. Recognize the role of economics, accounting, finance, marketing, strategic management, law, and quantitative analysis in sport, and demonstrate and apply the analytical tools of those fields to issues in sport.
- F. Demonstrate relevant knowledge by creating a business plan, team financial plan, marketing plan, cultural analysis, team management plan, stock portfolio prospectus, strategy plan, career plan, legal analysis, quantitative analysis, and Business Research Project.
- G. Demonstrate knowledge of specific components of sport management such as public relations, facilities management, fundraising, and brand management.

## **V. CURRICULAR MAP**

Now that the program has transitioned from the MA to the MS, the Curricular Map changed along with that transition. The new Curricular Map is contained in the Appendix. The new Curricular Map fits with the new MS program.

## **VI. ASSESSMENT SCHEDULE BETWEEN APRs**

We measure each PLO every year as part of our typical sampling of student outcomes and indirect assessment.

## **VII. METHODOLOGY, RUBRICS & RESULTS**

### **Methods**

During 2022-23, we used direct assessment methods as well as an indirect assessment method. In each cohort, we randomly select 10 students (without their knowledge) and follow them throughout their matriculation. This provides us with approximately 50 students to assess each year.

In each core course, the PLOs were assessed using our Rubrics and Measures. These are a combination of essays, exams, problem sets, presentations, term projects/papers, and case studies. The indirect assessment consists of a survey of alumni of a certain vintage.

For each sampled student, they are assessed on each PLO and then averaged to get a single estimate of the score on the measures for each sub-PLO. This provides information on that particular sub-PLO and, by aggregating, the entire PLO. These are then assessed in order to get the range of mastery shown below. Due to our conversion from an MA to an MS, fewer complete sets of measurements were available because the PLOs changed. This will be fixed as we get through completed years of the MS being in place. Thus, the findings below are very tentative.

### **Rubrics**

The Rubrics have been changed to be the same across all PLOs and sub-PLOs:

Cannot sufficiently do this,

Below-average performance,

Can sufficiently do this,

Above-average performance,

Excellent performance.

### **Results (Major/Graduate/Certificate):**

<b>Level</b>	<b>Percentage of Students</b>
Complete Mastery of the outcome	24.1%
Mastered the outcome in most parts	20.7%
Mastered some parts of the outcome	37.9%
Did not master the outcome at the level intended	17.2%

Given the changes in the degree program and the PLOs (and sub-PLOs), comparisons to previous years are difficult. There was both an increase in the percentage of students who achieved mastery, but also an increase in the number of students who did not master the

outcomes as intended. This is not surprising to us given the impact of the change from the MA to the MS during the year.

The average score (on a scale of 1 to 5) was 4.1. This is comparable to previous years, but down by 0.2 from the prior assessment. Areas that had similar sub-PLOs as for the MA degree and showed declines include those related to leadership. The professor in this course has brought this up as students are less well-prepared to be proactive leaders coming out of their undergraduate studies that included being in the pandemic.

### Indirect Assessment

Based on an alumni survey (of certain cohorts depending on their vintage), 82.5% of our alumni are working full-time in sports within 12 months of graduation (up slightly from last year), and 87% within two years of graduation (down by one percentage point from last year). The other alumni are either not working in sports, working part-time, or not working at all. The quality of our faculty, job support, networking are our highest traits. The lowest traits include extracurricular initiatives, ROI from degree, and the frequency of the use of the skills learned in the classroom in their jobs. This puts us at #7 ranked worldwide (and #6 in North America) according to *SportBusiness's* assessment, the purveyor of the survey. We are the #1 program west of the Mississippi River.

With respect to the lowest traits from the survey, our move to an MS in sport management should help with aligning our classroom learnings with what is now expected in the sports industry (more quantitative skills). Now that we are back in person and able to host events, we are planning many more extracurricular events this coming year.

## **VIII. HOW RESULTS WERE SHARED WITH PROGRAM**

The results were shared with faculty via email and feedback from faculty was incorporated into the final assessment report.

## **IX. FEEDBACK FROM PREVIOUS REPORT AND HOW WE RESPONDED**

The feedback from the previous report was largely confirmatory with our methods. The one comment was the difficulty in tying the overall assessment to a specific PLO and understand the levels of mastery for specific PLOs. As described above, the finer detailed analysis that was being done in prior assessments is now better explained.

## APPENDIX



		Leadership	Internship	Marketing	Accounting	Econ & Fin	Strat. Mgmt	Biz Dev	Law	Commerce & Innov	QAS	Electives
<b>Program Learning Outcomes</b>												
<b>E. Recognize the role of economics, accounting, finance, marketing science, strategic management, law, and quantitative analysis in sport, and demonstrate and apply the analytical quantitative tools of those fields to issues in sport.</b>												
1	Critically analyze and discuss leadership and management theories and apply them to relevant situations in the sport industry	IEC					R					
2	Analyze and use the drivers of value creation to enhance the appeal of the sport product			IEC				R				
3	Record, classify and analyze basic accounting transactions and financial statements				IEC		R					
4	Analyze a publicly traded company to determine its financial health					IEC						
5	Understand pricing, demand, and supply analysis in sports, and scientifically analyze sport businesses and products within a variety of economic contexts					IEC				R		
6	Determine the value of an organization					IEC						
7	Understand the legal system and exposure to relevant aspects of the law as they pertain to key sport management strategy					I			EC			
8	Gain experience identifying and analyzing legal issues								IEC			
<b>F. Demonstrate relevant scientific knowledge by creating a data-driven business plan, team financial plan, marketing plan, cultural analysis, team management plan, stock portfolio prospectus, strategy plan, career plan, legal analysis, quantitative analysis, and Business Research Project.</b>												
1	Conduct and analyze qualitative and quantitative market research in order to solve a sport marketing challenge			IEC						R		
2	Learn basic budget formats, performance management tools and various techniques for financial decision making and resource allocation				IEC	R						
3	Design business strategies and create results-oriented and data-driven action plans					I	EC					
4	Gain scientific knowledge and understanding of the organizational and operational aspects of a sport organization		IEC		R					R		
5	Identify, plan, implement, and evaluate independent projects that benefit the organization		IEC				R					
6	Develop a systematic set of key questions to be answered about a relevant topic										I	EC
7	Scientifically research, provide a review of the literature on a relevant topic, and propose and develop a method to study the topic									I		REC
8	Understand the rapidly evolving sports tech ecosystem and opportunities						I					EC
<b>G. Demonstrate scientific knowledge of specific components of sport management such as public relations, facilities management, fundraising, and quantitative brand management.</b>												
1	Build, manage and competitively position a sport brand based on qualitative and quantitative insights			IEC								
2	Understand the role of, and methods used for, feasibility studies to construct sports venues					IEC						
3	Understand how sports facilities are financed				I	IEC						
4	Recognize the personal attributes and skills that contribute to successful sport salespeople							IEC				
5	Develop an inventory of available and appropriately priced ticket and sponsorship rights components							IEC				
6	Formulate goals and measurable objectives to be accomplished during the internship		IEC									
7	Using analytics in a range of sport industry applications, including athlete development and scouting											IEC
8	Create, package and distribute engaging social media content, as part of a social media marketing strategy				I							EC