

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

The Program Learning Outcomes have not changed since the recent change from an MA to an MS (that occurred more than one year ago). The PLOs are contained in the Appendix.

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

The Curricular Map is contained in the Appendix.

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 2024-25, 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, other than the rare occasion when a student leaves the program or pauses their matriculation.

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.

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):

Level	Percentage of Students
Complete Mastery of the outcome	25.0%
Mastered the outcome in most parts	50.0%
Mastered some parts of the outcome	14.3%
Did not master the outcome at the level intended	10.7%

Compared to the prior year, there was a significant increase in the percentage of students who achieved the second level of mastery. The average score (on a scale of 1 to 5) was 4.4. This is considerably higher compared to previous years.

Indirect Assessment

Based on an alumni survey (of certain cohorts depending on their vintage), 97.4% of our alumni are working full-time in sports within 12 months of graduation (up from last year by 2.2 percentage points), and 95.0% within two years of graduation (up from last year by 1.4 percentage points). The other alumni are either not working in sports, working part-time, or not working at all. The quality of our faculty, alumni network, and professional mentorship are our highest traits (as they were the prior year). The lowest traits include extracurricular initiatives, career advancement, and the frequency of the use of the skills learned in the classroom in their jobs (similar to the prior year). This puts us at #10 in North America for in-person programs according to *SportBusiness's* assessment, the purveyor of the survey. We are the #1 program west of the Mississippi River.

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

One of the suggestions from the previous report was to determine whether any of the learning outcomes needed reinforcement or extended coverage. We reviewed the curriculum map, course map, and rubrics and determined that all outcomes get introduced, reinforced, and have extended coverage.

As suggested, we also reviewed the mission statement and it still remains current with the industry and our academic expectations.

APPENDIX

Sport Management Program (MS) Curriculum Mapping - Where the assessed program learning outcomes are taught

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

		Leadership	Internship	Marketing	Accounting	Econ & Fin	Strat. Mgmt	Biz Dev	Law	Commerce & Innov	QAS	Electives
Program Learning Outcomes												
A. Recognize, classify, and demonstrate scientific 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.												
1	Analyze, discuss and evaluate techniques employed by successful professionals in the sport industry	IEC										
2	Review the dynamic force of leadership and assess the impact this may have on organizational performance and society	IEC										
3	Make sport franchise decisions to maximize winning and profit from controllable inputs					IEC						
4	To develop powers of scientific managerial judgment and improve the analytical ability to create results-oriented data-driven action plans.		I				EC					
5	Explain and perform a data-driven and effective sales negotiation							IEC				
6	Draw conclusions from data and develop actionable solutions					I					EC	R
7	Understand the structure of a business analytics department in the sport industry											IEC
B. Recognize, discuss, and demonstrate scientific knowledge of globalization, themed entertainment, culture, sociology, and commerce on the sport marketplace with the development of critical thinking and analytical skills.												
1	Understand how problem solving, decision-making, politics and ethics impact organizations at various levels	IEC			R		R			R		EC
2	Increase awareness of the need for women and minorities to work in high-level positions in the sport marketplace	IEC					R			R	R	
3	Apply fan behavior, motivation and identity theories and analysis to acquire, retain and grow sport consumers			IEC			R					
4	Develop the analytical capacity to think strategically about a company, and its opportunities for gaining sustainable competitive advantage				R		IEC					
5	Diagnose sponsorship relationship quality weaknesses							IEC				
6	Analytically contrast the way in which sport products, services and experiences are currently produced, consumed, distributed, regulated, and promoted.									IEC		
7	Understand the role of data in decision making			I	R	R	R				EC	EC
8	Use comprehensive and correct statistical analyses to achieve output from descriptive and inferential statistics										IEC	
9	Convert relevant mathematical information into appropriate visual forms (e.g., graphs, diagrams, tables, charts)										IEC	
C. Demonstrate skills in business writing, research, and qualitative and quantitative analysis.												
1	Craft a coherent written and oral argument supported by relevant scientific evidence			IEC			R	EC				EC
2	Carry out an economic impact study					IEC						
3	Develop and present an effective sales script and sponsorship proposal based on quantitative and qualitative insights							IEC				
4	Use research software for quantitative analysis										IEC	EC
5	Explore ethical considerations in quantitative decision making						R				IEC	
6	Scientifically analyze the organization in a comprehensive manner covering all areas of operation		IEC				R			R		
7	Systematically collect and analyze data or information on relevant topics and questions			I	R	R					EC	EC
8	Draw a set of conclusions and recommendations from the analysis of data or information on key questions			I	R	R					EC	EC
D. Demonstrate practical analytical, quantitative, management, and leadership skills within the industry.												
1	Analyze skills and traits inherent in successful professionals and learn how to apply them in a variety of sport industry situations	IEC	EC				R					
2	Develop competency in the skills necessary to obtain specific positions in the sport marketplace	IEC	EC		R			R			R	R
3	Develop professional communication and presentation skills, and demonstrate accountability	I	R	R	R		EC	R			R	
4	Conduct strategic analysis and evaluate alternative solutions, including with a range of frameworks and analytical and quantitative case studies						IEC			REC		
5	Incorporate exemplary ethical principles, sound personal and company values, and socially responsible scientific management practice	I		R			EC	R			R	
6	Intersect ethical values with the human resources functions of hiring, firing, motivation, benefits, and compensation		I				REC					
7	Conduct effective segmentation and prospecting for potential sales using appropriate data analysis			I				REC				
8	Assess the fundamental ways that emerging digital technologies and data analytics are shaping new business strategies and demonstrate the ability to execute the strategies.						I			REC		
9	Integrate and apply scientific knowledge, quantitative theory, and understanding from academic courses and other life experiences to	I	EC	R	R	R	R	R	R	R	R	R
10	Build a network of contacts with professionals in the sport marketplace	I	EC	R	R	R	R	R	R	R	R	R
11	Build a significant body of work within the sport industry that will allow the student to be a competitive candidate for full-time employment		IEC									R
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.												
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							
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			
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.												
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						

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<i>Program Learning Outcomes</i>												
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
G. Demonstrate scientific knowledge of specific components of sport management such as public relations, facilities management, fundraising, and quantitative brand management.												
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