

BACHELOR OF SCIENCE IN SPORT MANAGEMENT  
MAJOR FIELD ASSESSMENT PLAN

The Sport Management undergraduate degree is designed to prepare students to enter careers in sport, fitness, and recreation management. It provides foundational knowledge in accounting, finance, marketing, and management, accompanied by courses and experiences applying business principles to facility and event management, promotion and fundraising, and sport governance.

**GOAL 1: Graduates of the B.S. in Sport Management will possess the knowledge and skills required of entry-level professionals.**

A. Expected Outcome: Graduates will demonstrate knowledge/skills/competencies associated with the sport management field during the senior internship experience.

Assessment Goal: 80% of graduates will be evaluated favorably (a score of 4 or better on 5 point scale) during their senior-level internship experience (final evaluation) in the following areas (if applicable):

- Management and leadership
- Ethics
- Marketing
- Budgets and financial management
- Governance issues and bodies
- Facility and event management

B. Expected Outcome: Graduates will demonstrate an acceptable level of oral and written communication skills during the senior internship experience.

Assessment Goal: 80% of graduates will be evaluated favorably (a score of 4 or better on 5 point scale) during their senior-level internship experience (final evaluation) in the following areas:

- Oral communication
- Written communication

C. Expected Outcome: Graduates will demonstrate appropriate professional dispositions as they engage in field experiences.

Assessment Goal: 80% of graduates will be evaluated favorably (a score of 4 or better on 5 point scale) during their senior-level internship experience focusing on skills on workplace performance factors:

- general attitude
- motivation
- dependability
- promptness
- judgment
- initiative
- work ethic

**GOAL 2: Graduates of the B.S. in Sport Management will evaluate aspects of their undergraduate preparation favorably on the University Exit Survey and Alumni Survey.**

Expected Outcome: Graduates will express satisfaction with the preparation they received in terms of instruction and professional experiences.

1. Assessment Goal: On the Senior Exit Survey, 75% of graduates will express satisfaction (a score of 4 or better on 5 point scale) on the following items:
  - a. Overall quality of the degree program
  - b. Effectiveness of the faculty as teachers
  - c. Quality of instruction in professional courses
  - d. Practicum experiences outside the classroom.
  - e. Quality of instruction regarding standards and ethics.
  
2. Assessment Goal: On the Alumni Survey, 75% of alumni of the B.S. in Health Education & Promotion will express satisfaction (a score 4 or better on 5 point scale) with the preparation they received on the following items:
  - a. Overall quality of the degree program
  - b. Effectiveness of the faculty as teachers
  - c. Quality of instruction in professional courses
  - d. Practicum experiences outside the classroom.
  - e. Quality of instruction regarding standards and ethicsd.

**Goal 3: Graduates of the B.S. in Sport Management will have an awareness of multi-cultural issues in their field, and express positive attitudes toward working with diverse colleagues and students.**

Expected Outcome: Graduates will demonstrate an understanding of and sensitivity to diversity, community, and cultural norms.

Assessment Goal: 80% of graduates will be evaluated favorably (a score of 4 or better on 5 point scale) during their senior-level internship experience on the evaluation item:

- Knowledge of social/cultural aspects of sport, recreation, or fitness (e.g., gender, race, disability, culture, participant motivation).

Note: Students pursuing a B.S. in Sport Management are exposed to multi-cultural and diversity issues in several courses including: KIN 276, 334, 362, and 380.