



## Program Assessment Report (PAR)

**Physical Education (PE): Sport Management (SMGT) Masters Degree**

**REPORT PREPARED by: Pringle, Drew**

**ACADEMIC YEAR COVERED BY THIS REPORT: 2021-2022**

### **I. PROGRAM LEARNING OUTCOMES**

Graduates will be able to Understand 1. Advanced content knowledge. 2. Cultural Competency Skills (Equity, Fairness, & Diversity) 3. Communication Skills 4. Assessment and Evaluation Skills 5. Leadership and Professionalism

### **II. PROCEDURES USED FOR ASSESSMENT**

#### **A. Direct Assessment**

Students that have completed KNH 7800 Research Methods and the final sport management research project. Sixteen students are currently enrolled in the program. 1. Explain that sport is a microcosm of society and is influenced by cultural traditions, social values, and psycho-social experiences; 2. Explain the concepts of management and leadership and describe the various skills, roles, and functions of sport managers; 3. Identify and explain moral issues related to sport in its intrinsic and extrinsic dimensions; 4. Apply fundamental marketing concepts to the sport industry and understand sport as a product, and those unique aspects of the sport consumer and product markets; 5. Apply and evaluate principles of interpersonal communication, mass communications, public relations, and interaction with the public, particularly related to sport agencies; 6. Explain why budget and finance is a critical component of all sport-related industries and evaluate economic principles related to sport's fit in the national economy; 7. Explain the legal concepts within the sport workplace and evaluate the role of sport governance agencies, including their authority, organizational structure, and functions.

## **B. Scoring of Student Work**

Grant submissions, IRB submissions, Letter of Intent project, Human Subjects training score, Final projects, and exit interview. Scoring was performed by the Program Director of the physical written work. The exit interview was also performed by the PD.

## **C. Indirect Assessment**

Exit interviews on each graduating student were completed. Informal information was used to improve program outcomes.

## **III. ASSESSMENT RESULTS/INFORMATION:**

Grant submissions, IRB submissions, Letter of Intent project, Human Subjects training score. Exit interviews on each graduating student were completed.

The majority of students entering the program have some deficiencies in writing and critical thinking skills. The results of the data lead to inclusion of specific writing exercises with remedial help received from the University Writing Center. Repeated feedback to each student regarding the writing exercise was provided encouraging additional thought and skill development. Students presented their research data to the PD and a group of their peers. Discussions were held following the presentations with questions answered .

Results of the exit interviews indicate that students had a good understanding of the learning outcomes through discussions of how those outcomes fit within the scope of Sport Management.

## **IV. ACTIONS TO IMPROVE STUDENT LEARNING**

[Actions]

## **V. SUPPORTING DOCUMENTS**

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.