

Marshall University
AY 2008-2009 Program Assessment Yearly Report
December 2009

I. Master of Science in Sport Administration Program's Mission:

The mission of the Master of Science in Sport Administration Program is to educate students to become reflective, principled, knowledgeable, creative learners who will succeed in the global sport management community in the 21st century.

II. Program's Student Learning Outcomes:

A. Overarching Goal

To facilitate the attainment of skills and knowledge required achieving the strategic goals of organizations in competitive sport and recreation related industry.

B. Measurable Learning Objectives

1. Written Communications

- a. The students will be able to communicate effectively in writing.

2. Oral Communications

- a. The students will be able to organize and deliver an effective oral presentation.

3. Problem Solving/Decision Making

- a. The students will be able to apply a variety of technical skills for decision-making in sport and recreation management related industry.

4. Managerial Knowledge

- a. The students will demonstrate a broad core knowledge of each of the sport and recreation management related disciplines (sport administration, sport ethics, sport finance, sport history, sport law, sport marketing, sport sociology) and
- b. demonstrate the ability to integrate knowledge from the various sport and recreation related disciplines.

5. Research and Analysis

- a. The students will be able to conduct independent research and analysis.

6. Computer Skills

- a. The students will be able to demonstrating proficiency in using technology, with the ability to use the computer to analyze numerical information; to organize data; to aid in decision-making; to facilitate research; and to communicate effectively.

C. Curriculum Alignment:

After the program goal and learning objectives were defined, the issue to address was curriculum alignment: Where in the curriculum will this learning take place? For each of the learning objectives, the Sport Management faculty identified where in the curriculum M.S. in Sport Administration students will have the opportunity to develop objective-related competency. In aligning the curriculum with the program's learning goal and objectives, all required M.S. in Sport Administration Core courses were considered. See Table 1 for the summary of the M.S. in Sport Administration Curriculum Alignment

Table 1 for the Summary of the M.S. in Sport Administration Curriculum Alignment

Measurable Learning Objectives	Learning Objective Explicit Coverage	Learning Objective Moderate Coverage	Learning Objective Incidental Coverage
Written Communications	ESS501/600, ESS516, ESS615, ESS 626, ESS652, ESS675		
Oral Communications	ESS516, ESS615, ESS626, ESS652, ESS675		
Problem Solving/Decision Making	ESS501/600, ESS516, ESS615, ESS652, ESS675	ESS626	
Managerial Knowledge	ESS516, ESS615, ESS652, ESS675		ESS501/600
Research and Analysis	ESS501/600, ESS516, ESS615, ESS626, ESS652, Research Course Statistics Course		ESS675
Computer Skills			ESS501/600, ESS516, ESS615, ESS652, ESS675

III. Assessment Activities for Academic Year 2008-2009

1. Written Communications Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results	Analysis/ Planned Actions
ESS 501/600 Sports Ethics Persuasive Paper	60/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Presentation Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Report	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs	20/25 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 626 Book Critique(s)	60/100 or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark.
ESS652 Case Writing	100/125 points or better	87% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Paper	80/100 points or better	67% passed 1 st attempt, 2 nd attempt and 3 rd attempt and 4 th attempt; 9/15 passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark. Individual tutoring provided to students who did not meet the benchmark on the 1 st attempt, 2 nd attempt and 3 rd attempt.

2. Oral Communications Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results	Analysis/ Planned Actions
ESS516 Best Practice Presentation	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Presentation	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Presentation	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs Presentations	20/25 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Debate/Mock Trial	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS626 Content Analysis Presentation	70/100 or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Mock Interview	85/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Presentation	70/100 points or better	96% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Writing Presentation	20/25 points or better	91% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Case Study Presentation	70/100 points or better	93% passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Presentation	40/50 points or better	73% passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
Oral Comprehensive Exam	At least receive two passing grade by two sport management faculty members	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark

3. Problem Solving/Decision Making Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results	Analysis/ Planned Actions
ESS501/600 Article Critique(s)	70/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Debate/Mock Trail	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS626 Article Critique(s)	70/100 or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Analysis	70/100 points or better	96% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Writing	100/125 points or better	87% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Case Analysis Presentation	70/100 points or better	93% passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark

4. Managerial Knowledge Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results	Analysis/ Planned Actions
ESS 501/600 In class projects on ethical dilemmas.	Participation	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs	20/25 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Debate/Mock Trail	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Analysis	70/100 points or better	96% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Paper	80/100 points or better	67% passed 1 st attempt, 2 nd attempt and 3 rd attempt and 4 th attempt; 9/15 passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark Individual tutoring provided to students who did not meet the benchmark on the 1 st attempt, 2 nd attempt and 3 rd attempt.
ESS675 Case Study Analysis	70/100 points or better	93% passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark

5. Research and Analysis Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results	Analysis/ Planned Actions
ESS501/600 Persuasive Paper	60/100 or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Presentation/ Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Presentation/ Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Presentation Paper	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs Presentations/ Paper	20/25 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS626 Book Critique(s)	60/100 or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Paper	80/100 points or better	67% passed 1 st attempt, 2 nd attempt and 3 rd attempt and 4 th attempt; 9/15 passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark Individual tutoring provided to students who did not meet the benchmark on the 1 st attempt, 2 nd attempt and 3 rd attempt.

6. Computer Skills Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results	Analysis/ Planned Actions
ESS 500/601 Persuasive Paper (MS Word Citation formatting)	60/100 or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper/Presentation Power Point/MS Word	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Paper/Presentation Power Point/MS Word	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Paper/Presentation Power Point/MS Word	80/100 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs/Presentation Power Point/MS Word	20/25 points or better	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Paper/Presentation Power Point/MS Word	70/100 points or better	96% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Writing Paper/Presentation Power Point/MS Word	20/25 points or better	91% passed 1/23 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Case Study Paper/Presentation Power Point/MS Word Citation formatting	70/100 points or better	93% passed 1/15 withdrew from the class	The instructional experience is adequately preparing to meet or exceed benchmark

IV. Overview of changes implemented in your program this past year based on results and planned action specified in last year's report.

The Master of Science in Sport Administration Program has undergone a major curriculum review and revision process in 2008-09.

Rationale: Reasons are to updating information available for faculty and student perusal, to ensure consistency and accuracy of requirements and information about the sport administration program. Changes involve adding various classes as required and increasing the GRE score and adding GMAT as the alternate for admission requirements.

Current 2008-2009 Catalog

B. Sport Administration, M.S. Degree

The Sport Administration M.S. degree is a program in the Division of ESSR with areas of emphasis in Sport Management or Recreation and Physical Activity. Graduates of this program are prepared to work in a variety of settings. The criteria for full admission are a 3.0 undergraduate GPA, at least a 25th percentile average on the three sections of the GRE, and a strong background in sport participation and/or sport administration. A limited number of students will be admitted provisionally. The provisional criteria are a minimum of 2.75 undergraduate GPA, at least a 15th percentile average on the three sections of the GRE, and a strong background in sport participation and/or sport administration. Students transferring from other Marshall University graduate programs must meet all admission requirements. Students who are admitted to the program must have successfully completed an undergraduate course in exercise physiology or human anatomy, or must complete the Marshall University course in an undergraduate exercise physiology within the first 12 hours of graduate work.

If the thesis option is selected, the student must complete 32 hours, of which six hours are for the thesis. The non-thesis option requires the completion of 36 hours. However, both options require the successful passing of an oral comprehensive examination or thesis defense. Programs illustrated below are the non-thesis option.

Sport Management Area of Emphasis	36 Hours
Physical Education: ESS 652, ESS 670, ESS 675, and ESS 621 or ESS 642	12
Research Course: EDF 517, HST 600, MGT 500 or 601, PSY 517	3
ESSR electives: Select from among ESS 501, ESS 516, ESS 524, ESS 525, ESS 530, ESS 575, ESS 580-583, ESS 585-588, ESS 615, ESS 620, ESS 643, ESS 660, ESS 696, PLS 511	15
External Minor	6
Recreation & Physical Activity Area of Emphasis.....	36 Hours
Physical Education Required: ESS 670, and ESS 621 or ESS 642	6
Research Course: EDF 517, HST 600, PSY 517	3
ESSR Electives (Select courses with the approval of advisor)	21
External Minor	6

Proposed 2009-20010 Catalog
B. Sport Administration, M.S. Degree

The Sport Administration M.S. degree is a program in the School of Kinesiology with areas of emphasis in Sport Management or Recreation and Physical Activity. Graduates of this program are prepared to work in a variety of settings.

The criteria for full admission are a 3.0 undergraduate GPA, at least a 1000 combined score on verbal and quantitative reasoning and 4.5 on analytical writing of the GRE, and a strong background in sport participation and/or sport administration. A limited number of students will be admitted provisionally. The provisional criteria are (1) a minimum of 2.75 undergraduate GPA, at least 800 combined score on verbal and quantitative reasoning and 4.0 on analytical writing of the GRE or at least 500 and 4.0 on analytical writing of the GMAT or (2) meeting two of the three full admission requirements, and a strong background in sport participation and/or sport administration. Students transferring from other Marshall University graduate programs must meet all admission requirements.

If the thesis option is selected, the student must complete 32 hours, of which six hours are for the thesis. The non-thesis option requires the completion of 36 hours. However, both options require the successful passing of an oral comprehensive examination or thesis defense. Programs illustrated below are the non-thesis option.

Sport Management Emphasis.....	36 Hours
ESS516, ESS600, ESS 615, ESS626 or ESS643, ESS 652, ESS 675	18
Research: ESS 670.....	3
Statistics: EDF 517, MGT 500, MGT601, PSY 517 or equivalent	3
Internship: ESS660	3
Kinesiology Restricted Electives (Selected courses with the approval of advisor)	3
External Electives: Graduate School of Management Courses or selected courses with the approval of advisor	6
 Recreation & Physical Activity Emphasis	 36 Hours
ESS615, ESS 652, ESS 675	9
Research: ESS 670.....	3
Statistics: EDF 517, MGT 500, MGT601, PSY 517 or equivalent	3
Kinesiology Restricted Electives (Selected courses with the approval of advisor)	15
External Electives (Selected courses with the approval of advisor).....	6

V. Specify any changes/modifications made to your program based specifically on data obtained during Assessment Day Activities.

N/A

VI. Assistance Needed with Assessment: What assistance can the Office of Assessment give you to help improve your assessment program?

N/A