

**Marshall University**  
**AY 2009-2010 Program Assessment Yearly Report**  
**December 2010**

**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**

<b>Measurable Learning Objectives</b>	<b>Learning Objective Explicit Coverage</b>	<b>Learning Objective Moderate Coverage</b>	<b>Learning Objective Incidental Coverage</b>
<b>Written Communications</b>	ESS501/600, ESS516, ESS615, ESS 626, ESS652, ESS675		
<b>Oral Communications</b>	ESS516, ESS615, ESS626, ESS652, ESS675		
<b>Problem Solving/Decision Making</b>	ESS501/600, ESS516, ESS615, ESS652, ESS675	ESS626	
<b>Managerial Knowledge</b>	ESS516, ESS615, ESS652, ESS675		ESS501/600
<b>Research and Analysis</b>	ESS501/600, ESS516, ESS615, ESS626, ESS652, Research Course Statistics Course		ESS675
<b>Computer Skills</b>			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 2008-2010	Analysis/ Planned Actions
ESS 501/600 Sports Ethics Persuasive Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Presentation Paper	95% of students scoring at a satisfactory level or above	97% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Report	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs	95% of students scoring at a satisfactory level or above	97% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 626 Book Critique(s)	95% of students scoring at a satisfactory level or above	87% passed	The instructional experience is adequately preparing to meet or exceed benchmark.
ESS652 Case Writing	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Paper	95% of students scoring at a satisfactory level or above	97% passed	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 <sup>st</sup> attempt, 2 <sup>nd</sup> attempt and 3 <sup>rd</sup> attempt.

## 2. Oral Communications Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS516 Best Practice Presentation	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Presentation	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Presentation	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs Presentations	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Debate/Mock Trial	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS626 Content Analysis Presentation	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Mock Interview	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Presentation	95% of students scoring at a satisfactory level or above	95% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Writing Presentation	95% of students scoring at a satisfactory level or above	92% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Case Study Presentation	95% of students scoring at a satisfactory level or above	97% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Presentation	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
Oral Comprehensive Exam	95% of students scoring at a satisfactory level or above	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 2008-2010	Analysis/ Planned Actions
ESS501/600 Article Critique(s)	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Debate/Mock Trial	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS626 Article Critique(s)	95% of students scoring at a satisfactory level or above	95% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Analysis	95% of students scoring at a satisfactory level or above	98% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Writing	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Case Analysis Presentation	95% of students scoring at a satisfactory level or above	97% passed	The instructional experience is adequately preparing to meet or exceed benchmark

#### 4. Managerial Knowledge Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 501/600 In class projects on ethical dilemmas.	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Debate/Mock Trail	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Analysis	95% of students scoring at a satisfactory level or above	90% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Paper	95% of students scoring at a satisfactory level or above	100% passed	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 <sup>st</sup> attempt, 2 <sup>nd</sup> attempt and 3 <sup>rd</sup> attempt.
ESS675 Case Study Analysis	95% of students scoring at a satisfactory level or above	97% passed	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 2008-2010	Analysis/ Planned Actions
ESS501/600 Persuasive Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Presentation/ Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Presentation/ Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Presentation Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs Presentations/ Paper	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS626 Book Critique(s)	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Sport Marketing Review Paper	95% of students scoring at a satisfactory level or above	97% passed	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 <sup>st</sup> attempt, 2 <sup>nd</sup> attempt and 3 <sup>rd</sup> attempt.

## 6. Computer Skills Program's Student Learning Outcomes

<b>Assessment Measures (Tools)</b>	<b>Benchmarks</b>	<b>Results 2008-2010</b>	<b>Analysis/ Planned Actions</b>
ESS 500/601 Persuasive Paper (MS Word Citation formatting)	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Best Practice Paper/Presentation Power Point/MS Word	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Facility Paper/Presentation Power Point/MS Word	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS516 Risk Management Paper/Presentation Power Point/MS Word	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS615 Case Briefs/Presentation Power Point/MS Word	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Study Paper/Presentation Power Point/MS Word	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS652 Case Writing Paper/Presentation Power Point/MS Word	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS675 Case Study Paper/Presentation Power Point/MS Word Citation formatting	95% of students scoring at a satisfactory level or above	100% passed	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.**

Two new courses (ESS671 and ESS674) were created to enrich the M.S. Sport Administration curriculum. The sport management faculty members are in the process of updating the new catalog for the 2011-2012.

**ESS671: Research Methods in Sport Studies. 3 hrs.**

This course provides students with a fundamental understanding of research principles, concepts, methods, techniques, and application related to

**ESS674: Sport Finance / Economics. 3 hrs.**

This course will provide students with an understanding of financial and economic principles relevant to the sport industry. The course also provides a comprehensive coverage of current economic and financial issues confronting the sport industry.

**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