

Marshall University
AY 2010-2011 Program Assessment Yearly Report
December 2011

I. Bachelor of Arts in Sport Management 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.

Beginning Fall Semester 2012, the assessment plan for the Bachelor of Arts in Kinesiology program will be as follows:

II. Program's Student Learning Outcomes:

A. Overarching Goal

To facilitate the attainment of the skills and knowledge required achieving the strategic goals of organizations in competitive sport and recreation related industries. To build expertise, understanding, and literacy regarding the central role sport and physical activity play in human cultures.

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, logical, practical skills for decision-making in sport and recreation management related industry.

4. Socio-Cultural Impact of Sport on Human Societies

- a. The students will be able to articulate the import role of sport and physical activity in human societies. This will include historical, philosophical, and sociological understandings of sport and physical activity.

5. Managerial Knowledge

- a. The students will demonstrate a broad core knowledge of each of the sport and recreation management related business and management disciplines (sport administration, sport marketing, sport finance, facility management, sport law, public relations, economics, etc.) and;
- b. demonstrate the ability to integrate knowledge from the various sport and recreation related disciplines.

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.

7. Practicum/Internship

- a. Student will integrate theory and practice by successfully performing an internship in the sport/recreation/fitness industry.

C. 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 sport management and sport studies students will have the opportunity to develop objective-related competency. In aligning the curriculum with the program’s learning goals and objectives, all core courses were considered. See Table 1 for the summary of the B.A. in Sport Management Curriculum Alignment.

Table 1 for the Summary of the B.A. in Sport Management Curriculum Alignment

Measurable Learning Objectives	Learning Objective Explicit Coverage	Learning Objective Moderate Coverage	Learning Objective Incidental Coverage
Written Communications	ESS 401, ESS 290, ESS 430, ESS 490	ESS 301, ESS 416, ESS 410, ESS 476	ESS 118, ESS 218, ESS 418
Oral Communications	ESS 475	ESS 430, ESS 410, ESS 416, ESS 401, ESS 118	
Problem Solving/Decision Making	ESS 401, ESS 301, ESS 430, ESS 380	ESS 416, ESS 381, ESS 410, ESS 476	
Socio-Cultural Impact of Sport	ESS 401, ESS 218, ESS 118, ESS 301, ESS 418	ESS 430	ESS 476
Managerial Knowledge	ESS 430, ESS 410, ESS 380, ESS 381, ESS 416, ESS 476	ESS 401	

Computer Skills	ESS 381	ESS 118, ESS 410, ESS 416, ESS 430	ESS 401
Practicum/Internship	ESS 490, ESS 390, ESS 290		

III. Assessment Activities for Academic Year 2010-2011

1. Written Communications Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 401 Sports Ethics Persuasive Paper	90% of students scoring at a satisfactory level or above	90% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS490 Internship Report	95% of students scoring at a satisfactory level or above	95% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS290 Practicum Report	95% of students scoring at a satisfactory level or above	98% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 416 Best Practice Paper	95% of students scoring at a satisfactory level or above	97 % Passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 430 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

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 476 Book Review, Coaching Philosophy	95% of students scoring at a satisfactory level or above	97 % Passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 118 Book Review	95% of students scoring at a satisfactory level or above	100% Passed	The instructional experience is adequately preparing to meet or exceed benchmark

2. Oral Communications Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 401 Debate	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 401 Persuasive Paper	90% of students scoring at a satisfactory level or above	90% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 118 Book Review	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 430 Debate, Case Presentation	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 416 Facility Presentation, Best Practice Presentation, 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
ESS 410 Organizational Presentation, Book Review	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 475 Current Issues Presentation	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
ESS 401 Group Projects	95% of groups scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 301 Group Projects	95% of groups scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 430 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
ESS 401 Debate	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 410 Practical Exercise	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 380 Marketing Case Study	95% of students scoring at a satisfactory level or above	98% passed	The instructional experience is adequately preparing to meet or exceed benchmark
	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
	95% of students scoring at a satisfactory level or above	97% passed	The instructional experience is adequately preparing to meet or exceed benchmark

4. Socio-Cultural Knowledge Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 401 In class projects on ethical dilemmas.	95% of Groups scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 301 In class projects on the role of philosophy in kinesiology	95% of Groups scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 418 Final Exam	90% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 218 Final Exam	90% of students scoring at a satisfactory level or above	90% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 401 Persuasive Paper	90% of students scoring at a satisfactory level or above	90% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 118 Exams	95% of students scoring at a satisfactory level or above	95% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 301 Final Exam	90% of students scoring at a satisfactory level or above	90% passed	The instructional experience is adequately preparing to meet or exceed benchmark

5. Managerial Knowledge

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 401 Persuasive Paper	90% of students scoring at a satisfactory level or above	90% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 410 Practical Exercise, Organizational Presentation,	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 416 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
ESS 430 Exam	95% of students scoring at a satisfactory level or above	95% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 381 Exams	90% of students scoring at a satisfactory level or above	95% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 416 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

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 416 Risk Management Presentation	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 st attempt, 2 nd attempt and 3 rd attempt.

6. Computer Skills Program's Student Learning Outcomes

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 401 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
ESS 118 Book 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
ESS 410 Practical Exercise, Organizational Presentation,	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 416 Facility Presentation, Best Practice Presentation, 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

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS 430 Case Study Presentation	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS 381 Financial Software Engagement	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark

7. Practicum/Internship

Assessment Measures (Tools)	Benchmarks	Results 2008-2010	Analysis/ Planned Actions
ESS490 Internship Report*	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark
ESS290 Practicum Report	95% of students scoring at a satisfactory level or above	100% passed	The instructional experience is adequately preparing to meet or exceed benchmark

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

Not applicable given the ongoing intent to plan and program revision.

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

This will need to be revisited in the Fall of 2012 with the approval/launch of the new curriculum.