

# Sport Management MS

## Basic Statistics Interpretation

**Goal Description:**

MS in Sport Management students will be able to interpret basic statistical findings.

**Providing Department:** Sport Management MS

**Progress:** Completed

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Basic Statistics Interpretation**

**Learning Objective Description:**

Sport Management students will demonstrate a comprehensive knowledge of descriptive statistics (i.e., descriptives), group differences (i.e., analysis of variance (ANOVA), prediction (i.e., simple and multiple regression), and nonparametric statistics (i.e., Chisquare).

RELATED ITEM LEVEL 2

**Basic Statistics Interpretation**

**Indicator Description:**

Assignments developed by program faculty will assess students' ability to correctly interpret statistical findings that emerge from analysis conducted in SPSS. Students will be distributed a dataset and will be asked to execute different methods of analysis to address appropriate research questions. Students will then complete written assignments that address each particular type of analysis, which will then be evaluated by a rubric developed by program faculty.

**Criterion Description:**

Students must correctly complete each of the statistics assignments attached to this objective with 80 percent accuracy. There will be a total of four assignments that address descriptive statistics (i.e., descriptives), group differences (i.e., analysis of variance (ANOVA), prediction (i.e., simple and multiple regression), and nonparametric statistics (i.e., Chisquare). In each case, the expectation is that the student will achieve a minimum of 80 percent mastery on each assignment, not a cumulative 80 percent on the four assignments.

**Findings Description:**

Students demonstrated comprehension and content mastery of statistics within each of the four domains: descriptive, group differences, prediction, and nonparametric statistics as determined by course grades.

RELATED ITEM LEVEL 3

**Basic Statistics Interpretation**

**Action Description:**

This goal is no longer being measured.

## Comprehensive Exams

**Goal Description:**

Sport Management students will demonstrate mastery of four key content areas within the M.S. in Sport Management program.

**Providing Department:** Sport Management MS

**Progress:** Completed

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Comprehensive Exams**

**Learning Objective Description:**

M.S. in Sport Management students will be able to demonstrate mastery of content areas that are a part of their curriculum. Students are tested on the following four content areas: Research Methods, Sport Law, Sport Marketing, and Event/Facility Management.

RELATED ITEM LEVEL 2

**Comprehensive Exams**

**Indicator Description:**

Sport Management program faculty will serve as readers of each content area response to determine whether a student has successfully mastered that area. Readers will be responsible for questions from courses they have taught and/or their content area expertise. There are three evaluative possibilities for each response: **Pass, Conditional Pass, and Fail. Conditional Pass** and **Fail** ratings on the initial attempt will require an oral defense, written response, or complete rewrite of the response, which is at the discretion of the reader.

**Criterion Description:**

At least 80% of the M.S. in Sport Management candidates will pass all four content areas of the Comprehensive Exams on their initial attempt. The candidate must receive a **Pass** rating on all four areas of their initial attempt. A **Conditional Pass** rating on the initial attempt will be treated as not meeting the criterion.

**Findings Description:**

**Total: 6 out of 9 students passed all four content areas on the first attempt (66% pass rate).**

Fall 2023: 2 out of 5 students passed all 4 content areas on the first attempt.

Spring 2024: 1 out of 1 student passed all 4 content areas on the first attempt

Summer 2024: 3 out of 3 students passed all 4 content areas on the first attempt.

RELATED ITEM LEVEL 3

**Comprehensive Exams**

**Action Description:**

For the 2023 - 2024 assessment cycle, students reached a 66% (6 out of 9) passing rate on all four content areas (Law, Marketing, Event/Facility Management, & Research Methods) of the comprehensive exam on their first attempt. While this outcome falls short of the goal of 80% pass rate, the sport management faculty is committed to preparing our students to successfully meet/exceed all measurement criteria as they align with the goals/objectives of the graduate program. In addition, faculty will work to give better study parameters to students in preparation for the exam.

**Cumulative Professional Development**

**Goal Description:**

Sport Management students will be able to use their acquired knowledge, skills, and experience in a field experience setting.

**Providing Department:** Sport Management MS

**Progress:** Completed

RELATED ITEM LEVEL 1

Cumulative Professional Development

Learning Objective Description:

Sport Management students will demonstrate their comprehension and application of numerous course concepts through internships.

RELATED ITEM LEVEL 2

Cumulative Professional Development

Indicator Description:

Students will be able to demonstrate professional competency in an applied setting. Students will engage in a variety of assignments including monthly blogs, weekly internship logs, and a cumulative reflection paper in order to demonstrate summary professional development. The cumulative portfolio is evaluated via a rubric established by program faculty. Students' cumulative performance will also be evaluated by their internship site supervisor via a rubric established by program faculty.

Criterion Description:

Students' final internship evaluation from the site supervisor must reach a minimum of an 85% rating. Additionally, the professional portfolio and all accompanying assignments presented by the student must also attain a minimum of an 85% rating.

Findings Description:

For the 2023-2024 assessment cycle, 100% of students scored an 85% or better on the site supervisor rating and professional portfolio assignment.

RELATED ITEM LEVEL 3

Cumulative Professional Development

Action Description:

For the 2023 - 2024 assessment cycle, students exceeded program goals of at least 85% pass rate on both site supervisor and professional portfolio evaluations. All students who completed the practicum earned at least a grade of 90% on both components of the internship evaluation. The efforts to maintain this passing rate will be emphasized for the upcoming academic year.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

**Comprehensive Exam:** The goal of a first attempt pass rate of 80% was exceed for the 2022-2023 academic year. As previously stated in the update of progress to the previous cycle's PCI, this outcome is likely due to one or more factors. While this outcome is encouraging, more data is needed to justify raising standards above 80% due to the following: First, it's always challenging to establish measurement criteria and expectations for a different group of students each year. Individual differences play a major role in assessment outcomes for any test. Second, continuous improvement plans for the same group of subjects from one cycle to the next is a best practice approach. However, the challenge of setting improvement goals from one academic year to the next with a completely different group of students is difficult and should be acknowledged as such. Rather than focus strictly on a quantification of improvement, a continued effort will be made to examine the quality of student responses on the comprehensive exam.

**Professional Development:** As previously acknowledged, students are continuing to gain excellent industry experience through internship opportunities and sport industry experiences. A significant emphasis is placed on preparing students to exceed expectations in their various internship roles. As a graduate program, we have an excellent reputation among our industry partners. In fact, several internship sites have

indicated that they prefer our graduate students when hiring for industry positions. This has collateral impact on our individual students as well as the reputation of our program which, in turn, benefits future SHSU sport management students looking to secure employment opportunities in the field. Efforts will be made to continue building our internship site network and preparing our students to meet/exceed expectations. Career oriented workshops and career preparation advising are two dimensions to continue to develop to better serve the needs of our students.

#### **Update of Progress to the Previous Cycle's PCI:**

**Comprehensive Exam:** First-time passing rates for comprehensive exams declined from 100% (9 out of 9 students) to 66% (6 out of 9 students). This can be attributed to individual differences between the two groups of students from one year to the next.

**Professional Development:** Students continue to excel in both internship and outside experiential opportunities. Expansion of industry partnerships has provided students with excellent professional development opportunities beyond the classroom. Students are continuing to secure high profile internships to satisfy their practicum requirements. Internship supervisor feedback and assessment of student performance within the practicum exceed program goals. All students (100%) who completed their internship for the 2023-2024 academic year scored at least 90% in their quantitative assessment of work-related performance. Several students were hired to full-time positions in the industry directly from their internships.

#### **New Plan for Continuous Improvement Item**

##### **Closing Summary:**

**Comprehensive Exam:** The goal of a first attempt pass rate of 80% was not exceeded for the 2023-2024 academic year. As previously stated, it's always challenging to establish measurement criteria and expectations for a different group of students each year. Individual differences play a major role in assessment outcomes for any test. Second, continuous improvement plans for the same group of subjects from one cycle to the next is a best practice approach. However, the challenge of setting improvement goals from one academic year to the next with a completely different group of students is difficult and should be acknowledged as such. Rather than focus strictly on a quantification of improvement, a continued effort will be made to examine the quality of student responses on the comprehensive exam.

**Professional Development:** As previously acknowledged, students are continuing to gain excellent industry experience through internship opportunities and sport industry experiences. A significant emphasis is placed on preparing students to exceed expectations in their various internship roles. As a graduate program, we have an excellent reputation among our industry partners. In fact, several internship sites have indicated that they prefer our graduate students when hiring for industry positions. This has collateral impact on our individual students as well as the reputation of our program which, in turn, benefits future SHSU sport management students looking to secure employment opportunities in the field. Efforts will be made to continue building our internship site network and preparing our students to meet/exceed expectations. Given the practical emphasis of our graduate program, career preparation remains a high priority.