

INDIANA STATE UNIVERSITY
COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES
DEPARTMENT OF KINESIOLOGY, RECREATION, AND SPORT

Program: Recreation and Sport Management, Sport Management Concentration

Mission Statement: The Sport Management program provides an exceptional undergraduate education with an emphasis on community and public service, integrating teaching, research, and creative activity in an engaging, challenging, and supportive learning environment to prepare productive sport and fitness management professionals.

Communication of Outcomes: Program outcome goals are provided to students in the following ways: (a) listed in course syllabi, (b) posted on the course blackboard site, and (c) posted on the department/program web page.

Program Outcome Goals:

Display an understanding of:

1. Strategic management and practice used in diverse sport settings.
2. Marketing principles and sales management techniques used in diverse sport settings.
3. Public relations tactics and strategies used in diverse sport settings.
4. Financial and economic dimensions of sport management practice used in diverse sport settings.
5. Leadership development and practice, including ethical decision-making, used in diverse sport settings.
6. Governance and legal dimensions of sport management practice used in diverse sport settings.
7. Standards and practice in sport event and sport facility management.

Goal 1: Strategic management and practice within diverse sport settings.					
Student Learning Outcomes	Courses/Educational Strategies (indicate if the outcome is introduced [I], practiced [P], or reinforced [R])	Assessment Method(s)	Source(s) of Assessment	Time of Data Collection	Person(s) Responsible
1.1 Students will identify concepts of management theory and understand how these concepts can improve organizational performance.	I: 100 P: 210, 215, 391 R: 315, 334, 415, 420, 450, 480, 491	Internship supervisor evaluation	491		SPM program coordinator
1.2 Students will analyze the relationship between the sport business environment, strategic planning, and organizational performance.	I: 100 P: 210, 215, 391 R: 334, 355, 415, 420, 450, 475, 480, 491	Case study rubric	210		Instructor of record
1.3 Students will implement evidence based decision-making strategies.	I: 100 P: 210, 215, 391 R: 334, 355, 415, 420, 435, 450, 480, 491	Sport marketing plan rubric	420		Instructor of record

Notes:

All courses have a RCSM prefix.

All courses are 3 credit hours, except for RCSM 491 -- 6 credit hours.

This assessment plan corresponds to the new RCSM-SPM curriculum that is starting in F15.

Goal 2: Marketing principles and sales management techniques used in diverse sport settings.					
Student Learning Outcomes	Courses/Educational Strategies (indicate if the outcome is introduced [I], practiced [P], or reinforced [R])	Assessment Method(s)	Source(s) of Assessment	Time of Data Collection	Person(s) Responsible
2.1 Students will analyze a sport product/service by deconstructing its brand.	I: 100 P: 210, 391 R: 334, 415, 450, 480, 491	Sales plan rubric	480		Instructor of record
2.2 Students will assess the effectiveness of a sport marketing plan by evaluating market segments, product position, and sales.	I: 100 P: 210 R: 420, 491	Case study rubric	420		Instructor of record
2.3 Students will construct a marketing plan for a sport product brand and strategize how to effectively implement the plan.	I: 100 P: 210 R: 420, 491	Sport marketing plan rubric	420		Instructor of record

Goal 3: Public relations tactics and strategies used in diverse sport settings.

Student Learning Outcomes	Courses/Educational Strategies <small>(indicate if the outcome is introduced [I], practiced [P], or reinforced [R])</small>	Assessment Method(s)	Source(s) of Assessment	Time of Data Collection	Person(s) Responsible
3.1 Students will develop a communication plan for a sport organization.	I: 100 P: 210, 315 R: 355	Communication plan rubric	355		Instructor of record
3.2 Students will assess the market climate for a sport organization and prepare a public relations campaign to improve the market climate.	I: 100 P: 210 R: 355, 420, 475	Public relations plan rubric Senior exit exam	355		Instructor of record
3.3 Students will apply public relations concepts using online communication mediums.	I: 100 P: 210 R: 355	Checklist	355		Instructor of record

Goal 4: Financial and economic dimensions of sport management practice in diverse sport settings.					
Student Learning Outcomes	Courses/Educational Strategies (indicate if the outcome is introduced [I], practiced [P], or reinforced [R])	Assessment Method(s)	Source(s) of Assessment	Time of Data Collection	Person(s) Responsible
4.1 Students will understand economic impact and analyze its relationship with sport events and facilities.	I: 100 P: 210 R: 334,415, 450, 480	Case study rubric	334		Instructor of record
4.2 Students will apply tools of financial management in the sport industry.	I: 100 P: 210 R: 334, 450, 475, 480	Case study rubric	334		Instructor of record
4.3 Students will perform basic analysis of a sport organization's financial performance.	I: 100 P: 210 R: 334, 450, 475, 480	Financial analysis rubric	334		Instructor of record

Goal 5: Leadership development and practice, including ethical decision-making, used in diverse sport settings.					
Student Learning Outcomes	Courses/Educational Strategies <small>(indicate if the outcome is introduced [I], practiced [P], or reinforced [R])</small>	Assessment Method(s)	Source(s) of Assessment	Time of Data Collection	Person(s) Responsible
5.1 Students will analyze personal and professional leadership knowledge, skills, and dispositions.	I: 100 P: 210, 215, 391 R: 315, 415, 435, 450, 491	Reflection paper rubric	315		Instructor of record
5.2 Students will identify personal and professional beliefs, values, and ethical principles.	I: 100 P: 210, 215, 391 R: 315, 491	Philosophy paper rubric	315		Instructor of record
5.3 Students will apply leadership and ethical decision-making techniques to sport business issues.	I: 100 P: 210, 215 R: 315, 334, 420, 435, 450, 480, 491	Case study rubric	315		Instructor of record

Goal 6: Governance and legal dimensions of sport management practice in diverse sport settings.					
Student Learning Outcomes	Courses/Educational Strategies (indicate if the outcome is introduced [I], practiced [P], or reinforced [R])	Assessment Method(s)	Source(s) of Assessment	Time of Data Collection	Person(s) Responsible
6.1 Students will recall key legislation and its substantive impact on sport and sport business.	I: 100 P: 215 R: 415, 435, 450, 480, 491	Course exam	435		Instructor of record
6.2 Students will define legal theory of negligence, its elements, defenses, and applications.	I: 100 P: 415, 450, 391 R: 415, 435, 450, 491	Case study rubric	435		Instructor of record
6.3 Students will analyze how policies are constructed and understand the implications for sport governance.	I: 100 P: 391 R: 215, 435, 491	Course exam	435		Instructor of record

Goal 7: Standards and practice in sport event and sport facility management.					
Student Learning Outcomes	Courses/Educational Strategies (indicate if the outcome is introduced [I], practiced [P], or reinforced [R])	Assessment Method(s)	Source(s) of Assessment	Time of Data Collection	Person(s) Responsible
7.1 Students will differentiate the key concepts of planning events in a sustainable manner.	I: 100 P: 210, 391 R: 415, 450	Special events plan rubric	450		Instructor of record
7.2 Students will differentiate the key concepts of planning/managing facilities in a sustainable manner.	I: 100 P: 210, 391 R: 415, 450	Facility management plan rubric	450		Instructor of record
7.3 Students will develop a compressive risk assessment and crowd control program.	I: 100 P: 210, 391 R: 415, 450	Facility management plan rubric	450		Instructor of record