

Master of Science in Sport Management

College of Education

Department of Kinesiology and Physical Education

Sport Management

Master of Science

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Steven M. Howell, Assistant Professor of Sport Management

## 1. Student Learning Outcomes

Upon the completion of the M.S. in Sport Management degree program at NIU, students should be able to demonstrate competencies in the eight NASSM standards and guidelines shown below:

1. **Sport Management Content Knowledge:** Apply management, leadership, and organizational concepts, principles, and theories in directing a sport organization.
2. **Research Experience:** Design, analyze, and evaluate research in sport.
3. **Comprehend Legal Aspects:** Understand, apply, and analyze legal concepts related to sport.
4. **Understand and Apply Marketing Principles:** Construct and utilize marketing concepts and principles in marketing sport.
5. **Current and Timely Issues in Sport:** Identify and analyze the current issues and problems facing sport.
6. **Applied Financial Principles:** Apply fiscal management practices in managing a sport organization.
7. **Ethical Business Practices:** Function as an ethical practitioner in the sport industry.
8. **Applied and Practical Knowledge:** Demonstrate advanced knowledge, skills, and competencies in a practical (internship) sport organizational setting.

**2. Program-by-Baccalaureate Learning Outcomes Matrix**

**\*\*This section was not completed as the M.S. in Sport Management is a graduate-level program.**

A required curriculum map begins on the next page.

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3. Curriculum Map

Course	Student Learning Outcome							
	Sport Management Content Knowledge	Research Experience	Comprehend Legal Aspects	Understand and Apply Marketing Principles	Current and Timely Issues in Sport	Applied Financial Principles	Ethical Business Practices	Applied and Practical Knowledge
LESM 538	P	B			P		D	P
LESM 542	P	B		P	P		D	P
LESM 543	P	D	D		P		D	D
LESM 539	P	D	P		D		P	D
LESM 592	P	D		D	P	B		P
LESM 544	P	D	B		D	P		D
LESM 586	P	B	B	B	B	B	B	P
LESM 560	P		B		D		B	P
LESM 552	P	P	P	P	P	P	P	P
LESM 699	P	P	P	P	P	P	P	P

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4. Assessment Methods

Assessment Method	Student Learning Outcome							
	Sport Management Content Knowledge	Research Experience	Comprehend Legal Aspects	Understand and Apply Marketing Principles	Current and Timely Issues in Sport	Applied Financial Principles	Ethical Business Practices	Applied and Practical Knowledge
Internship Site Supervisor Evaluation	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I
Course-Related Evidence 1. Student Portfolio	F, D	F, D	F, D	F, D	F, D	F, D	F, D	F, D
Course-Related Evidence 2. Master's Thesis or Master's Paper	F, D	F, D	F, D	F, D	F, D	F, D	F, D	F, D
Advisory Board and Employer Survey	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I	S, D, I
Alumni Survey	F, D	F, D	F, D	F, D	F, D	F, D	F, D	F, D
Exit Interviews	F, D	F, D	F, D	F, D	F, D	F, D	F, D	F, D
<i>Note.</i> F=formative assessment, S=summative assessment, D=direct assessment, and I=indirect assessment								

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*Explanation of Assessment Methods*

Assessment Method	Explanation				
	Description	Student-Level Target <sup>a</sup>	Program-Level Target <sup>b</sup>	When Data Will be Collected	Person Responsible
Internship Site Supervisor Evaluation	Supervisors are provided with an online mid-term and final evaluation form asking them to evaluate each student on a 5-point scale each of the program learning objectives (based on the aforementioned NASSM standards) and other job-related evaluation questions.	A student must receive a score at or above “average” (3 or better) on the 5-point scale for each of the NASSM standards and other job-related evaluation questions.	100% of students are expected to score at or above ‘average’ on the 5-point scale (3 or better).	One time during the student’s tenure in the program (when enrolled in LESM 586). Course can be taken during Fall, Spring, and Summer semesters and therefore data collection will be ongoing.	Program Director collates evaluations from site supervisors.
Course-Related Evidence 1. Student Portfolio	Each student is required to develop a portfolio to reflect the 8 student learning program objectives. The portfolio will consist of materials from coursework such as course papers, presentations, and projects; as well as materials develop during the internship experience.	Student portfolios must meet the passing requirements for demonstrating that all NASSM standards have been met. Any standard not met must be redone.	100% of students must pass or portfolio must be redone.	At the end of Year 1 and at the midpoint through the student’s final semester.	Program Director

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Assessment Method	Explanation				
	Description	Student-Level Target <sup>a</sup>	Program-Level Target <sup>b</sup>	When Data Will be Collected	Person Responsible
Course-Related Evidence 2. Master's Thesis or Master's Paper	<p>Students in the <b>Thesis</b> option must complete a research study.</p> <p>Students electing the <b>Master's Paper</b> option must submit a research paper that then forms the basis for a project.</p>	For the Thesis or Master's Paper students need to meet the passing standard for each learning outcome identified.	An 80% pass rate is the target. For the Thesis or Master's Paper students need to meet the passing standard for each learning outcome identified.	At the end of the semester that the student is enrolled in LESM 699. Course can be taken during Fall or Spring semester and therefore data collection will be ongoing.	Program Director
Advisory Board and Employer Survey	The board will meet one a semester and asks board members (employers of program graduates) to comment on the program and make suggestions for program changes based on industry trends as they related to the NASSM standards.	No specific targets are set. The expectation is that the board will provide information on the extent to which the program is minimally meeting their needs as employers and ideally exceeds meeting their needs as employers.	No specific targets are set. The expectation is that the board will provide information on the extent to which the program is minimally meeting their needs as employers and ideally exceeds meeting their needs as employers.	Once per semester	Program Director

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Assessment Method	Explanation				
	Description	Student-Level Target <sup>a</sup>	Program-Level Target <sup>b</sup>	When Data Will be Collected	Person Responsible
Alumni Survey	Surveys will be sent to program graduates to determine their satisfaction with the program and how well the program prepared them for their career. Items are also focused on how well the program met the NASSM standards.	Target is to reach 50% of our alumni base annually. However, we aim to reach as many alumni as possible in order to reach a valid.	Target is for 85% to report that they are satisfied and were well prepared for their career.  Student responses to the alumni survey with respect to program satisfaction and career preparation are analyzed.	Sent to graduates 1, 5, 9 years post-graduation.	Program Director
Exit Interviews	Conducted with students at the end of their program of study. Addresses how well prepared students feel they are, what areas they feel they need more preparation in, which courses they feel have prepared them most, and any changes they would like to see to the program.	All students must complete this during their final semester of their graduate studies.	The target is that 85% of students report having a positive experience and that feel well prepared for their career. Exit interviews are also analyzed to identify areas in which students felt unprepared as well as areas in which they felt well prepared to provide evidence for curricular and program review.	Final semester of graduate studies.	Program Director



**Content Knowledge Assessment Items Considered for the M.S. in Sport Management Rubric**

<b>STANDARD</b>	<b>COURSE</b>	<b>ITEMS</b>
1. Apply management, leadership, and organizational concepts, principles, and theories in directing a sport organization.	<ul style="list-style-type: none"> <li>- LESM 538: Managing the Sport Enterprise</li> <li>- LESM 552: Advanced Sport Management Experience</li> <li>- LESM 553: Sport Leadership</li> </ul>	<ul style="list-style-type: none"> <li>- Sport Leadership Final Paper</li> <li>- Sport Organizational Theory Analysis</li> <li>- Sport Organization Final Presentation</li> <li>- Capstone Project (e.g., Golf Outing and 5K Race)</li> </ul>
2. Design, analyze, and evaluate research in sport.	<ul style="list-style-type: none"> <li>- LESM 538: Managing the Sport Enterprise</li> <li>- LESM 542: Sport Marketing and Promotions</li> <li>- LESM 543: Seminar in Sport Management</li> <li>- LESM 592: Special Topics in Sport Management</li> <li>- LESM 597: Independent Study in Sport Management</li> </ul>	<ul style="list-style-type: none"> <li>- Peer-Reviewed Journal Article Presentations</li> <li>- Sport Data Analyses and Projects</li> <li>- Research Proposal Term Project</li> <li>- Sport Research Literature Review Project</li> </ul>
3. Understand, apply, and analyze legal concepts related to sport.	<ul style="list-style-type: none"> <li>- LESM 539: Sport and the Law</li> <li>- LESM 552: Advanced Sport Management Experience</li> </ul>	<ul style="list-style-type: none"> <li>- Sport Law Case Study Analyses</li> <li>- Final Sport Law Research Paper</li> <li>- Sport Law Final Exam</li> <li>- Capstone Project (e.g., Golf Outing and 5K Race)</li> </ul>
4. Construct and utilize marketing concepts and principles in marketing sport.	<ul style="list-style-type: none"> <li>- LESM 542: Sport Marketing and Promotions</li> <li>- LESM 552: Advanced Sport Management Experience</li> </ul>	<ul style="list-style-type: none"> <li>- Sport Marketing Case Study Analyses</li> <li>- Sport Marketing In-Class Exercises</li> <li>- Sport Marketing Branding and Sponsorship Projects</li> <li>- Capstone Project (e.g., Golf Outing and 5K Race)</li> </ul>
5. Identify and analyze the current issues and problems facing sport.	<ul style="list-style-type: none"> <li>- LESM 538: Managing the Sport Enterprise</li> <li>- LESM 543: Seminar in Sport Management</li> <li>- LESM 560: Sport Facilities and Event Management</li> <li>- LESM 592: Special Topics in Sport Management</li> </ul>	<ul style="list-style-type: none"> <li>- Sport Business Journal Weekly Drill Analyses</li> <li>- Sport Facility Website Analyses</li> <li>- Sport Facility Trends Presentation</li> <li>- Trends in Sport Management Analyses</li> </ul>
6. Apply fiscal management practices in managing a sport organization.	<ul style="list-style-type: none"> <li>- LESM 544: Sport Finance</li> <li>- LESM 552: Advanced Sport Management Experience</li> <li>- LESM 560: Sport Facilities and Event Management</li> </ul>	<ul style="list-style-type: none"> <li>- Economic Impact Analyses</li> <li>- Budgeting Project</li> <li>- Facility Financing and Renovation Project</li> <li>- Capstone Project (e.g., Golf Outing and 5K Race)</li> </ul>
7. Function as an ethical practitioner in the sport industry.	<ul style="list-style-type: none"> <li>- LESM 538: Managing the Sport Enterprise</li> <li>- LESM 543: Seminar in Sport Management</li> <li>- LESM 552: Advanced Sport Management Experience</li> <li>- LESM 553: Sport Leadership</li> </ul>	<ul style="list-style-type: none"> <li>- Sport Leadership Final Paper</li> <li>- Sport Organizational Theory Analysis</li> <li>- Capstone Project (e.g., Golf Outing and 5K Race)</li> </ul>

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<p><b>8.</b> Demonstrate advanced knowledge, skills, and competencies in a practical sport organizational setting.</p>	<ul style="list-style-type: none"><li>- LESM 552: Advanced Sport Management Experience</li><li>- LESM 560: Sport Facilities and Event Management</li><li>- LESM 586: Internship in Sport Management</li></ul>	<ul style="list-style-type: none"><li>- Final Sport Facility and Event Presentation</li><li>- Internship Requirement (400 hours)</li><li>- Capstone Project (e.g., Golf Outing and 5K Race)</li></ul>
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**Content Knowledge Assessment Criteria for M.S. in Sport Management Rubric**

<b>STANDARD</b>	<b>DID NOT MEET</b> (Limited or no evidence lacking any depth or breadth or integration or synthesis)	<b>ADEQUATELY MET</b> (Some evidence but lacking in consistency and quality with some depth and breadth but limited integration and synthesis)	<b>FULLY MET</b> (Comprehensive evidence that is consistent and compelling with depth and breadth and integration and synthesis)
<p><b>1.</b> Apply management, leadership, and organizational concepts, principles, and theories in directing a sport organization.</p>	<ul style="list-style-type: none"> <li>- Evidence is missing on one or more of the elements related to management, leadership, and organizational concepts.</li> <li>- Summary fails to clearly link evidence with a demonstrated application to an organization.</li> </ul>	<ul style="list-style-type: none"> <li>- Evidence is provided on most of the elements related to management, leadership, and organizational concepts.</li> <li>- Summary makes some link to evidence provided and a demonstrated application to an organization.</li> </ul>	<ul style="list-style-type: none"> <li>- Evidence is provided on all of the elements related to management, leadership, and organizational concepts.</li> <li>- Summary comprehensively links evidence with a demonstrated application to an organization.</li> </ul>
<p><b>2.</b> Design, analyze, and evaluate research in sport.</p>	<ul style="list-style-type: none"> <li>- Evidence is missing on one or more items demonstrating knowledge of research design, statistical analyses of data, and the ability to use results to test hypotheses and deliver evidence-based recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>- Evidence provided that demonstrates an understanding of research design, statistical analyses, but limited evidence of the ability to translate the findings into clear evidence-based recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>- Compelling evidence provided that demonstrates both an understanding of research design, statistical analyses, and the ability to translate research findings into evidence-based recommendations.</li> </ul>
<p><b>3.</b> Understand, apply, and analyze legal concepts related to sport.</p>	<ul style="list-style-type: none"> <li>- Evidence is missing on one of more items demonstrating the ability to apply and analyze legal issues in sport related industries.</li> </ul>	<ul style="list-style-type: none"> <li>- Evidence is provided that shows an understanding of the range of legal issues encountered in the sport industry but with little application or analysis to specific contexts.</li> </ul>	<ul style="list-style-type: none"> <li>- Comprehensive evidence that shows both an understanding of the range of legal issues and their application and analysis to real world sport industry examples.</li> </ul>
<p><b>4.</b> Construct and utilize marketing concepts and principles in marketing sport.</p>	<ul style="list-style-type: none"> <li>- Limited evidence of having constructed, applied, and evaluated a marketing plan.</li> </ul>	<ul style="list-style-type: none"> <li>- Evidence that shows an understanding of how to develop a marketing plan, but limited evidence of application and evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>- Clear evidence of the ability to develop a marketing plan and also apply it to a sport industry context and evaluate the effectiveness of the plan.</li> </ul>
<p><b>5.</b> Identify and analyze the current issues and problems facing sport.</p>	<ul style="list-style-type: none"> <li>- Limited evidence identifying or showing an understanding of current issues facing the sport industry and little analysis of any of the issues identified</li> </ul>	<ul style="list-style-type: none"> <li>- Evidence shows an understanding of a range of current issues facing the sport industry but with little accompanying analysis.</li> </ul>	<ul style="list-style-type: none"> <li>- Comprehensive evidence that shows breadth and depth of the issues facing the sport industry and a coherent and compelling analysis.</li> </ul>



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<b>STANDARD</b>	<b>DID NOT MEET</b> (Limited or no evidence lacking any depth or breadth or integration or synthesis)	<b>ADEQUATELY MET</b> (Some evidence but lacking in consistency and quality with some depth and breadth but limited integration and synthesis)	<b>FULLY MET</b> (Comprehensive evidence that is consistent and compelling with depth and breadth and integration and synthesis)
<b>6.</b> Apply fiscal management practices in managing a sport organization.	- Limited evidence of having constructed, applied, and evaluated a fiscal management plan.	- Evidence that shows an understanding of how to develop a fiscal management plan but limited evidence of application and evaluation.	- Clear evidence of the ability to develop a fiscal management plan and also apply it to a sport industry context and evaluate the effectiveness of the plan.
<b>7.</b> Function as an ethical practitioner in the sport industry.	- Limited evidence is provided that demonstrates an understanding of the ethical considerations in the sports industry or describes more than instance of having acted ethically.	- Several examples are provided that show a clear understanding of the ethical considerations in the sports industry. - Several examples of having acted ethically are described.	- Comprehensive evidence is provided that demonstrates a depth of understanding of the ethical considerations in the sports industry. - Multiple examples of having acted ethically are described.
<b>8.</b> Demonstrate advanced knowledge, skills, and competencies in a practical sport organizational setting.	- Limited evidence provided of industry experience. - Summary fails to articulate a breadth and depth of the knowledge and skills acquired working in a sport organization.	- Evidence provided of industry experience. - Summary describes some knowledge and skills acquired working in a sport organization.	- Extensive evidence provided of industry experience. - Summary articulates a breadth and depth of knowledge and skills acquired working in a sport organization.