

Liberty University  
Department of Sport Management  
2015-2020

**B.S. in Sport Management Student Learning Outcomes**

	Identify Each Student Learning Outcome and Measurement	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
2017-2018	<b>SLO 1: The student will be able to evaluate research and demonstrate information literacy in sport management from the perspective of current business trends and historical sport management contexts.</b>				
	<b>**Measure 1: Course Embedded Assignment- SMGT 406 Pre-Post Survey</b> 85%Students will score within the adequate (2.5-3.0) to 80% students above adequate (3.0-4.0) ranges	48	48	100%	2
	<b>Measure 2: Course Embedded Survey- SMGT 406 Paper</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	30	28	92%	2
	<b>SLO 2: The student will be able to integrate classroom principles through knowledge transfer and application in sport management settings.</b>				
	<b>Measure 1: Course Embedded Survey- SMGT 499 Final Site Supervisor Evaluation</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	37	37	100%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 406 Paper</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	30	21	71%	1*
<p><b>*Action Plan:</b></p> <ol style="list-style-type: none"> <li>1. Discuss with faculty during 2018/2019 department meeting the results of this finding, and the suitability of this measurement tool (SMGT 406 paper) moving forward. Changes are planned in the course, and this assignment is not likely to be available (in its current form) the next time this PLO is assessed.</li> <li>2. Steps are currently underway to increase the connections between theory and practice as it relates to Sport Management students. Students assessed in this term have not taken the Inquiry 101 and Research 201 courses now required of all incoming students. These two courses, along with the current development of SMGT 415 (Research Methods in Sport Management), will provide students with an additional means of connecting theoretical principles learned in the classroom with applications in the field.</li> <li>3. The development and upcoming deployment of Sport Management cognates will provide students with more focused degree options. The additional courses in the cognates will expose students to a greater depth of knowledge in their chosen field.</li> </ol>					
2015-2016	<b>SLO 3: The student will be able to demonstrate professional communication through oral, written, and technological methods effectively and persuasively within professional sport management settings.</b>				
	<b>Measure 1: Course Embedded Survey- SMGT 406 Pre/Post Survey</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	17	16	94%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 30 Communication and Publicity Plan</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	66	66	100%	2
	<b>SLO 4: The student will be able to exemplify leadership through collaboration in achieving organizational goals.</b>				
	<b>Measure 1: Course Embedded Survey- SMGT 310 Communication and Publicity Plan</b> Students will score within the adequate range (3.5-5.0).	17	16	94%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 499 Final Site Supervisor Evaluation</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	20	20	100%	2
2016-2017	<b>SLO 5: The student will be able to articulate a Christian worldview that solves sport management issues by thinking critically and applying principles of moral and ethical decision making in the sport management workplace.</b>				
	<b>Measure 1: Course Embedded Assignment –Assessment Day Focus Group</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	36	31	85%	2

	<b>Measure 2: Program Embedded survey-SMGT 312 Project</b> Students will score within the adequate (2.5-3.0) to above adequate (3.0-4.0) ranges.	41	41	100%	2
2018-2019	<b>SLO 3: The student will be able to demonstrate professional communication through oral, written, and technological methods effectively and persuasively within professional sport management settings.</b>				
	<b>Measure 1: Course Embedded Assignment- SMGT 406 pre/post survey.</b> 85% of students will score within the adequate (2.5-4.0) range.	50	50	100%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 310 College Game Day Segment.</b> 85% of students will score within the adequate (2.5-4.0) range.	25	25	100%	2
	<b>SLO 4: The student will be able to exemplify leadership through collaboration in achieving organizational goals.</b>				
	<b>Measure 1: Course Embedded Assignment- SMGT 499 Final Site Supervisor Evaluation.</b> 85% of students will score within the adequate (2.5-4.0) range.	25	24	95%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 310 College Game Day Segment.</b> 85% of students will score within the adequate (2.5-4.0) range.	34	34	100%	2
2019-2020	<b>SLO 3: Incorporate the Christian worldview in decision-making within sport management.</b>				
	<b>Measure 1: SMGT 312 Reflective Paper (Residential)*</b> 80% of students will be able to achieve 3 out of 4 for each sub-category of the rubric.	20	18	90%	2
	<b>Suggested Action Plan:</b> Review the wording of the PLO to define the primary emphasis of the assessment. Review and revise the assessment instructions for additional details. Sub-Category Results: Criteria 1-Application of Ethical Perspectives/Concepts: 90% (18 students) of the 20 student sample scored 80% or above. Criteria 2-Ethical Issue Recognition: 85% (17) of the 20 student sample scored 80% or above. Criteria 3-Ethical Self-Awareness: 85% (17) of the 20 student sample scored 80% or above. Criteria 4-Evaluation of Different Ethical Perspectives/Concepts: 90% (18) of the 20 student sample scored 80% or above.				
	<b>Measure 1: SMGT 312 Reflective Paper (Online)*</b> 80% of students will be able to achieve 3 out of 4 for each sub-category of the rubric.	20	17	85%	2 (Partially Meets Expectations. Please see below Criteria results.)
	<b>Suggested Action Plan:</b> Review the wording of the PLO to define the primary emphasis of the assessment. Review and revise the assessment instructions for additional details. Sub-Category Results: Criteria 1-Application of Biblical Principles: 90% (18) of the 20 student sample scored 80% or above. Criteria 2-Describe/provide Biblical foundation for future involvement in sport: 85% (17) of the 20 student sample scored 80% or above. Criteria 3-Use of Scripture: 70% (14) of the 20 student sample scored 80% or above.				
	<b>Measure 2: (Residential &amp; Online)</b> Indirect: 70% of students will score at least 3.75/5 on each subcategory of the Likert scale	53	51	96%	2
	<b>Suggested Action Plan:</b> No suggested changes at this time.				
<b>*NOTE:</b> Residential and Online programs are being assessed separately. Regarding sample size- the assessed sample are the students within the course who are pursuing a B.S. in Sport Management major. Representative sample size, selected at random, may be used for assessment. SLO revisions have been completed during the 2019-2020 academic year.					

**M.S. in Sport Management Student Learning Outcomes**

Student Learning Outcome and Measurement		Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
2017-2018	<b>SLO 1: The student will be able to demonstrate critical thinking skills in evaluating economic, environmental, cultural and social impacts on sport management issues.</b>				
	<b>Measure 1: Embedded Course Survey- SMGT Entrance and Post-Comp Survey</b> Adequate level of competency 85% of students with a 3.0 or greater, above adequate level of competency is 80% of students with a 3.5 or greater	10	--	--	4*
	<b>Measure 2: Program Comprehensive Examination- SMGT Comprehensive Exam</b> Achievement target for a more than adequate level of competency is to find 80% of students correctly answering the questions identified in the items analysis	673**	646	96%	2
	*Due to an unforeseen change in the data gathering process for this academic year, a very small number of students (8) took the Entrance test in SMGT 501 and only 2 students completed the Post-Comp exam survey in SMGT 699. All students who completed the assessments were in residential sections. While the mean scores for the Entrance Test (3.86) and the Post-Survey (3.52) are above the target, given the number of students who were able to be reached, the data is insufficient to draw any conclusions. <b>Action Plan:</b>				
	**Over the past three years 96% of students passed the Comprehensive exam on the first or second attempt, thus correctly answering questions. As of Spring 2012, all students within the M.S. in Sport Management program are required to complete the Comprehensive Exam as a graduation requirement and prerequisite for the culminating experience portion of the program.				
	<b>SLO 2: The student will be able to integrate theoretical knowledge with practical skills necessary for advanced career positions in sport management.</b>				
	<b>Measure 1: Embedded Course Survey- SMGT 699 Final Site Supervisor Evaluation</b> Adequate level of competency 85% of students with a 3.0 or greater, above adequate level of competency is 80% of students with a 3.5 or greater	81	81	100%	2
	<b>Measure 2: Embedded Course Assignment- SMGT 504 Research Paper</b> Adequate level of competency with 80% of students scoring a 2.5 or greater. Above adequate level of competency with 85% of students scoring a 3.0 or greater.	20	18	92%	2
2015-2016	<b>SLO 3: The student will be able to demonstrate research skills in the area of sport management.</b>				
	<b>Measure 1: Embedded Course Survey- SMGT 520 Survey</b> Adequate level of competency 85% of students with a 3.0 or greater, above adequate level of competency is 80% of students with a 3.5 or greater	38	38	100%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 505 Research Paper</b> Adequate level of competency with 80% of students scoring a 2.5 or greater. Above adequate level of competency with 85% of students scoring a 3.0 or greater.	22	22	100%	2
	<b>SLO 4: The student will be able to demonstrate professional communication skills in written, oral, and technological venues.</b>				
	<b>Measure 1: Course Embedded Survey- SMGT 699 Final Site Supervisor Evaluation</b> Adequate level of competency 85% of students with a 3.0 or greater, above adequate level of competency is 80% of students with a 3.5 or greater	38	38	100%	2
	<b>Measure 2: Course Embedded Assignment – SMGT 505 Research Paper</b> Adequate level of competency with 80% of students scoring a 2.5 or greater. Above adequate level of competency with 85% of students scoring a 3.0 or greater.	82	82	100%	2

2016-2017	<b>SLO 5: The student will be able to incorporate moral leadership and ethical decision-making within the sport management workplace in the context of a Christian worldview.</b>				
	<b>Measure 1: Program Embedded Survey- SMGT Entrance and Post-Comp Survey</b> Adequate level of competency 85% of students with a 3.0 or greater, above adequate level of competency is 80% of students with a 3.5 or greater	57	57	100%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 503 Personal Research Project</b> Adequate level of competency with 80% of students scoring a 2.5 or greater. Above adequate level of competency with 85% of students scoring a 3.0 or greater.	43	34	85%	2
2018-2019	<b>SLO 3: The student will be able to demonstrate professional communication through oral, written, and technological methods effectively and persuasively within professional sport management settings.</b>				
	<b>Measure 1: Course Embedded Survey- SMGT 520 Survey.</b> 85% of students will score within the adequate (2.5-4.0) range.	35	35	100%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 699 Final Internship Project.</b> 85% of students will score within the adequate (2.5-4.0) range.	27	27	100%	2
	<b>SLO 4: the student will be able to exemplify leadership through collaboration in achieving organizational goals.</b>				
	<b>Measure 1: Course Embedded Survey- SMGT 699 Final Evaluation.</b> 85% of students will score within the adequate (2.5-4.0) range.	55	55	100%	2
	<b>Measure 2: Course Embedded Assignment- SMGT 699 Internship Final Project.</b> 85% of students will score within the adequate (2.5-4.0) range.	27	26	96%	2
2019-2020	<b>SLO 3: Integrate the Christian worldview into decision-making within sport management.</b>				
	<b>Measure 1: SMGT 503 Personal Research Project (Residential)</b> Direct: 80% of students will achieve at least a 3/4 on each subcategory of the rubric.	8	8	100%	2
	<b>Suggested Action Plan:</b> Review the wording of the PLO to define the primary emphasis of the assessment. Review and revise the assessment instructions for additional details.  Sub-Category Results:  Criteria 1-Application of Ethical Perspectives/Concepts: 100% (8) out of the 8 students scored 80% or above.  Criteria 2-Ethical Issue Recognition: 100% (8) out of the 8 students scored 80% or above.  Criteria 3-Ethical Self-Awareness: 100% (8) out of the 8 students scored 80% or above.  Criteria 4-Evaluation of Different Ethical Perspectives/Concepts: 100% (8) out of the 8 students scored 80% or above.  Criteria 5-Understanding Different Ethical Perspectives/Concepts: 100% (8) out of the 8 students scored 80% or above.				
	<b>Measure 1: SMGT 503 Personal Research Project (Online)</b> Direct: 80% of students will achieve at least a 3/4 on each subcategory of the rubric.	15	14	93%	2
	<b>Suggested Action Plan:</b> Review the wording of the PLO to define the primary emphasis of the assessment. Review and revise the assessment instructions for additional details.  Sub-Category Results:  Criteria 1-Application of Ethical Perspectives/Concepts: 93.33% (14) of the 15 student sample scored 80% or above. Criteria 2-Ethical Issue Recognition: 86.67% (13) out of the 15 student sample scored 80% or above. Criteria 3-Ethical Self-Awareness: 93.33% (14) out of the 15 student sample scored 80% or above. Criteria 4-Evaluation of Different Ethical Perspectives/Concepts: 93.33% (14) out of the 15 student sample scored 80% or above. Criteria 5-Understanding Different Ethical Perspectives/Concepts: 80.00% (12) out of the 15 student sample scored 80% or above.				
	<b>Measure 2: Course Embedded Assignment- SMGT 699 Final Internship Project. (Residential and Online)</b> Indirect: 70% of students will score at least 3.75/5 on each subcategory of the Likert scale	27	27	100%	2
<b>Suggested Action Plan:</b> No suggested changes at this time.					

**\*NOTE:** Residential and Online programs are being assessed separately. Representative sample size, selected at random, was used for assessment. SLO revisions have been completed during the 2019-2020 academic year.