

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

SPORTS MANAGEMENT PROGRAM

Learning Outcomes For The Sport Management Specializations (B.A., B.S., M.A., M.S.):

The specific learning outcomes listed below are directly related to the Sport Management Program Standards and Review Protocol published by the Sport Management Program Review Council (SMPRC, 2000). SMPRC is associated with the National Association for Sport and Physical Education (NASPE; www.aahperd.naspe.org)/North American Society for Sport Management (NASSM; www.nassm.org), the professional (NASPE) and scholarly (NASSM) societies that approve (i.e., accredit) United States sport management programs.

1. **Socio-Cultural:** Students will understand that sport is a microcosm of society influenced by cultural traditions, social values, and psychosocial experiences -- and that sport managers are immersed in the socio-cultural milieu with sport as the focus.
2. **Management and Leadership:** Students will understand concepts of management and leadership by describing the various skills, roles, and functions of sport managers -- and concepts of leadership theory/practices related to sport managerial responsibilities.
3. **Ethics:** Students will analyze moral issues related to sport in its intrinsic and extrinsic dimensions -- and develop a personal philosophy regarding social responsibility in the sport management setting.
4. **Marketing:** Students will apply fundamental marketing concepts to the sport industry -- and understand the unique sport product and consumer markets.
5. **Communication:** Students will understand the principles of interpersonal and mass communication and understand interaction with internal and external sport publics.
6. **Budget and Finance:** Students will understand budget/finance as a critical component of all sport industries -- and analyze financial control methods and principles.
7. **Legal Aspects:** Students will understand legal concepts in areas that they are most likely to encounter within the sport management environment.
8. **Economics:** Students will understand sport economic principles as they fit

into national economy -- and understand that sport economics are shaped by external influences.

9. **Governance:** Students will understand the various agencies that govern sport and identify their authority, organizational structure, and functions.

Assessment Strategies

1. Learning (Or Service) Outcomes Assessed:

All learning outcomes are assessed annually as a strategy for aggressively appraising sport management curriculum and course content. Revisions are implemented as needed.

2. Assessment Methods And Procedures:

Assessment is related to a set of values established by the sport management academic field. Assessment is multi-dimensional, based on integrated learning experiences, and involves an on-going linked series of activities. Internal and external assessments are conducted regularly.

Internal Assessments:

Learning outcomes are evaluated throughout a student's sport management academic program. Assessment involves an overall evaluation of academic performance, as well as individual evaluations related to the learning outcomes.

3. Individual Evaluations Related To The Learning Outcomes:

Project Assessments

Students are assessed through oral and written projects, case studies, examinations, as well as service- and active-learning.

DESCRIPTION OF EXAMPLE PROJECTS USED FOR INTERNAL ASSESSMENTS

- **Management Observation:** An observation of a BGSU Athletics Department administrator (e.g., marketing/promotions, game management, media relations). A personal reflection paper summarizing experiences is required (COURSE: RCSM 264 - Introduction to Sport Management).
- **Applied Sport Marketing Research:** A project where students analyze demographic and psychographic data for season ticket holders in either football, men's basketball, or women's basketball. This project involves the profiling of ticket holders as well as the evaluation of several aspects of fans'

overall game experiences (COURSE: RCSM 420 - Sport Marketing).

- **Event Management Report**: A project addressing a sport and event manager's leadership style, focusing on communication methods and suggesting techniques for more efficient communication/event management. (COURSE: RCSM 450 – Venue and Event Design and Management).
- **A Sociological Analysis of Sport in American Society**: A project where teams of students construct a “sociology of sport jeopardy game” with 12 key categories and five questions in each category as well as a final jeopardy category and question (COURSE: RCSM 355 – Communications and Media Relations)
- **Venue Design and Analysis**: A project where each student critiques a sport venue, including risk assessment and risk reduction methods, and renovates that venue to allow the venue manager to have a more efficient, profitable facility (COURSE: RCSM 450 – Venue and Event Design and Management).
- **Risk Management Assessment**: A project addressing the legal risks associated with students and their chosen careers in recreation and sport management and a strategic risk management plan to help alleviate those legal risks (COURSE: RCSM 435 – Legal Aspects of Recreation and Sport Management).
- **Ethical Issue Assignment**: A group project addressing an issue related to sport and ethics in which students apply ethical principles to sport situations (COURSE: RCSM 340 – Governance and Standards of American Sport).
- **Community and Media Relations Assignments**: A project in which students select a high school and a sport and develop a detailed media guide that can be used by the high school and a community relations guide for the high school athletic program (COURSE: RCSM 355 – Communications and Media Relations)
- **Budget Development**: Student teams develop and justify a budget for a fictitious sport organization. The budget includes detail revenue and expenditure projections (COURSE: RCSM 334 – Financial Aspects of Recreation and Sport Management).
- **Sport Organization Analysis Project**: A project involving analysis of a selected sport organization's history of the organization, mission statement,

core purpose/values, organizational structure, internal/external analysis (SWOT), product(s), target customers, financial performance and other performance indicators (e.g., ratings), leadership/major players, future performance predictions, and employment opportunities (COURSE: RCSM 420 – Sport Marketing).

- **Practicum and Internship:** Each student completes 280 hours of practicum prior to completing a 600 hour internship in the field. The students are evaluated by the host and the hosts are requested to provide input into the level of preparation each student has based on the learning objectives outlined above (COURSES: RCSM 390 – Practicum; RCSM 491 – Internship).