

College of Education  
 Department of Sport Management  
 Table 3: Student Learning Outcomes

*Doctorate in Sport Management*

Outcome Type	Outcome	Assessment & Evaluation Process
Student Learning	Upon completion of the course of instruction, the student will be able to demonstrate competence in conducting independent research in his or her discipline.	Assessment and evaluation will be through the program's preliminary examination. All doctoral students must complete a written and oral examination after completing their last semester of coursework. At the end of each semester the program faculty will calculate the test results. Students failing the exam will be allowed one additional attempt. If this is also unsuccessful, the student will not be allowed to continue in the program. Method(s) Departmental Exam/Comprehensive Exam/Preliminary Exam.
Student Learning	Upon completion of the course of instruction, the student will be able to demonstrate the ability to conduct quality research in the chosen topical area.	Assessment and evaluation will involve positive review on the dissertation defense from the dissertation committee. Department and college criteria are used to evaluate the dissertation and assess whether it meets the standards for quality research. The department will strive to achieve a 90% pass rate at the dissertation level. Method(s) Faculty Committee Evaluation of Dissertation and Thesis or Treatise.
Program Outcome	By the end of the year, the program will generate a sustained level of enrollment at a minimum, and strive for an increase in enrollment.	The faculty members will strive to at least maintain enrollment levels year-to-year, and as possible to increase enrollment by at least 2%. Method(s) enrollment statistics.

Source: FSU Institutional Effectiveness Portal, 2016-17.

*Masters in Sport Management*

Outcome Type	Outcome	Assessment & Evaluation Process
Student Learning	Upon completion of the course of instruction, the student will be able to demonstrate professional activities and work behaviors in the areas of: knowledge of duties and work responsibilities, quality of work, quantity of work, personal organization and time management, written communication skills, interpersonal communication skills, dependability, leadership, cooperation, initiative and computer skill during a graduate internship experience.	This will result in 80% of the students scoring at least "Average" on all criteria as determined by the information provided in the Intern Performance Appraisal form. The standard intern supervisor appraisal form assesses knowledge of duties and work responsibilities, quality of work, quantity of work, personal organization and time management, written communication skills, interpersonal communication skills, dependability, leadership, cooperation, initiative and computer skills. Method(s) Internship Evaluation of Specific Activity.
Student Learning	Upon completion of the course of instruction, the student will be able to demonstrate knowledge and experience in completing the Master's Comprehensive Exam, which is a portfolio project.	This will result in 90% of the students scoring at "satisfactory" as determined by the Graduate Committee's evaluation of the analysis, mastery of knowledge, use of illustrations or examples and comprehensiveness of materials submitted Method(s) Portfolio of Student Work.

Source: FSU Institutional Effectiveness Portal, 2016-17.

College of Education  
 Department of Sport Management  
 Table 3: Student Learning Outcomes

*Bachelors in Sport Management*

Outcome Type	Outcome	Assessment & Evaluation Process
Student Learning	By the end of the admissions period, the program will demonstrate that 50% or more of the new undergraduate students admitted to the program have a cumulative GPA of 3.0 or higher.	The program will examine the admissions information for Fall 2016 to determine if the GPA benchmark has been achieved. Method(s) department assessment and enrollment statistics.
Student Learning	Upon completion of Human Resource Management in Sport (SPM 4124), the student will be able to demonstrate knowledge of the principles and procedures of human resource management and supervisory leadership applied to the sport industry.	This will result in 80% of the students completing the course scoring an average of 70% or above on two exams assessing knowledge of the following content: significance of human resources, effective communication skills, models of staff motivation, and styles of leadership. Method(s) Instructor Constructed Exam.
Student Learning	Upon completion of the Diversity in Sport (SPM 4025) course, the student will be able to demonstrate knowledge of diversity management, the legal issues surrounding diversity, the theories related to diversity, and the benefit of diversity to a sport organization.	This will result in 80% scoring an average of 70% or above on two exams assessing knowledge of diversity management, the legal issues surrounding diversity, the theories related to diversity, and the benefit of diversity to a sport organization. Method(s) Instructor Constructed Exam.
Student Learning	Upon completion of the Sport Marketing (SPM 4461) course, the student will be able to demonstrate knowledge of the primary segments of the sport industry, sport marketing principles and their application to the sport industry, and current issues in sport marketing.	This will result in 65% scoring an average of 70% or above on two exams assessing knowledge of the following content: the scope of the sport industry and the primary segments of the industry, key marketing concepts and their application to the sport industry; and current issues in sport marketing. Method(s) Instructor Constructed Exam.
Student Learning	Upon completion of the Issues in Sport Management (SPM 4004) course, the student will be able to discuss key issues facing sport managers, apply critical thinking skills to develop solutions for various challenges, demonstrate effective communication and presentation skills to convey solutions, and design strategic plans to implement solutions to key challenges.	This will result in 65% scoring an average of 70% or above on five quizzes and two exams assessing application of critical thinking skills to develop solutions to hypothetical scenarios, and ability to design strategic plans to solve hypothetical challenges facing sport managers. Method(s) Instructor Constructed Exam.
Student Learning	Upon completion of the Sport Law (SPM 4723) course, the student will be able to demonstrate knowledge of legal concepts relevant to tort, contract, constitution, anti-trust, and intellectual property law, and their impact on the management of sport organizations; and the potential liabilities associated with the management of sport businesses which necessitate risk management planning.	This will result in 80% scoring an average of 70% or above on three exams assessing knowledge of legal concepts relevant to tort, contract, constitution, anti-trust, and intellectual property law, and their impact on the management of sport organizations; and the potential liabilities associated with the management of sport businesses which necessitate risk management planning. Method(s) Instructor Constructed Exam.
Student Learning	Upon completion of the Facility & Event Management (SPM 4104) course, the student will be able to demonstrate knowledge of key planning, designing, constructing, scheduling, and managing sport based facilities and events.	This will result in 80% scoring an average of 70% or above on three exams assessing knowledge of the following content: assessing facility needs; facility construction planning; facility maintenance planning; establishing staffing needs; determining funding sources necessary to manage a facility; and managing safety, risk, and liability issues for sport facilities and events. Method(s) Instructor Constructed Exam.
Student Learning	Upon completion of the Practicum in Sport Management (SPM 4941) course, the student will be able to demonstrate professional activities and work behaviors in the areas of planning, written communication, oral communication, relating to others, solving problems, putting knowledge into practice, work ethic, personal appearance, understanding business protocol and respecting agency policy during a professional internship.	This will result in 80% of the students scoring "Average" or better on all categories of the evaluation as determined by the Internship Supervisor's final evaluation. The standardized Internship Supervisor's Final Evaluation Form addresses performance in: productivity, leadership, written communication, oral communication, relating to others, solving problems, putting knowledge into practice, work ethic, personal appearance, understanding business protocol and respecting agency policy. Method(s) Internship Evaluation of Specific Activity.