

# Sport & Entertainment Management - MSEM 2017 - 2018 Assessment Plan

Currently status is: Report Accepted

## I. ANNUAL REPORT FOR 2016 - 2017

### Mission Statement

The mission of the Department of Sport and Entertainment Management is to create an academic environment that prepares students to become leaders in the sport and entertainment industries, encourages faculty scholarship, and facilitates the achievement of a global reputation for excellence.

### Goal 1.

Demonstrate an understanding of the nature of the sport and entertainment industry and how it operates by applying learned concepts and theory to practical applications.

### Curriculum

SPT 640 and HRSM 795

#### Learning Outcome 1.

Students should be able to apply learned concepts and theory to demonstrate an understanding of the nature of the sport and entertainment industry.

#### Measures and Criteria

- At least 90% of students enrolled in SPT 640 will submit their venue industry project earning a grade of 80% or greater.
- At least 90% of students enrolled in HRSM 795 will report "agree" or "strongly agree" that they were able to incorporate concepts and theory learned in the program to a professional setting on their course evaluation.
- Based on feedback from sport and entertainment industry field project supervisors (HRSM 795), at least 90% of students enrolled will receive an 85% or higher on their site supervisor evaluation.

#### Methods

- The SPT 640 instructors will evaluate each project using an established rubric. The instructors will then compile and analyze the data. The results will then be presented to the department chair after spring semester ends. This information will then be presented to all faculty at its beginning of year meeting in August.
- The department chair will collect, aggregate, and analyze the data from the college's course evaluation system and prepare a report. The report will be shared with faculty at its August meeting.
- The internship director will compile a report regarding the overall evaluation of each field project (HRSM 795) student by their supervisor. Data will be sent to the graduate program director. Aggregate data from the year will be presented to faculty during the August meeting.

#### Results

Based upon the following measures and meeting the stated criteria, the learning outcome was met:

- 96% of students enrolled in SPT 640 submitted their venue industry project earning a grade of 80% or better.
- 100% of students enrolled in HRSM 795 reported that they "agreed" or "strongly agreed" that they were able to incorporate concepts and theory learned in the program to a professional setting on their course evaluation (Q. 3.10).
- Results from 2016-2017 internship supervisor feedback were used to measure the effectiveness of the MSEM curriculum in preparing students for careers in the sport and entertainment industry. Feedback from internship site supervisors suggested that our students were very prepared for their internship experiences. Over 97% of interns received the highest job satisfaction marks from their supervisors.

#### Use of Results

The results indicate that students can apply learned concepts and theory to demonstrate an understanding of the nature of the sport and entertainment industry. Further, the results indicate that employers feel students are prepared through their curriculum in the program. Students have the tools to be successful and our industry partners agree that they do. This information will be shared with our faculty at the fall faculty meeting and also be shared with industry partners and our alumni advisory board.

### Goal 2.

Demonstrate fundamental research methodology and explain how its proper use contributes to success in the sport and entertainment industry.

### Curriculum

HRSM 788

#### Learning Outcome 1.

Students will understand and have an appreciation for how research is used by and beneficial for sport and entertainment organizations and/or academics.

### Measures and Criteria

- During comprehensive examinations, 100% of students will successfully explain (receive a “Pass” evaluation on the comprehensive exam item) how research benefits sport and entertainment organizations and provide specific actual and/or hypothetical examples of these benefits.
- During comprehensive examinations, 100% of students will successfully explain (receive a “Pass” evaluation on the comprehensive exam item) both quantitative and qualitative research techniques and the difference between these two categories of techniques.
- Each student (100%) will successfully complete (receive a grade equivalent to a “C” or better) an original research project involving the collection and analysis of either primary or secondary data.

### Methods

- The SPTE faculty member(s) responsible for the HRSM 788 portion of the M.S.E.M. comprehensive examination will evaluate the efficacy with which each student taking the examination each semester 1) explains how research benefits sport and entertainment organizations, and 2) provides specific actual and/or hypothetical examples of these benefits. The faculty member(s) will report a numerical rating (1=excellent to 5=unsatisfactory) for both items above for assessment purposes. Results will be submitted to the graduate director for aggregation.
- The SPTE faculty member(s) responsible for the HRSM 788 portion of the M.S.E.M. comprehensive examination will evaluate the efficacy with which each student taking the examination each semester 1) describes various quantitative and qualitative research techniques, and 2) can elaborate on the advantages and disadvantages of the use of each in applied and/or academic sport and entertainment management scenarios. The faculty member(s) will report a numerical rating (1=excellent to 5=unsatisfactory) for both items above for assessment purposes. Results will be submitted to the graduate director for aggregation.
- The course instructor(s) will compile a report regarding the overall evaluation of each research project. Data will be sent to the graduate program director. Aggregate data from the year will be presented to faculty during the August meeting.
- For all measures, the graduate director will analyze the data collected and make recommendations on curriculum changes to the graduate faculty at the August faculty meeting.

### Results

Based upon the following measures and meeting the stated criteria, the learning outcome was met:

- 100% of students completing their comprehensive examination during the 2016-2017 academic year successfully explained how research benefits sport and entertainment organizations and provided specific actual and/or hypothetical examples of these benefits.
- 100% of students completing their comprehensive examination during the 2016-2017 academic year demonstrated that they understood various quantitative and qualitative research techniques. Further, these students elaborated on the advantages and disadvantages of the use of each in applied sport and entertainment management scenarios.
- Because of a change in instructor, students did not complete a research project. They only completed research proposals. Of those students, all received a grade of C or better.

### Use of Results

Students in the Master’s program possess essential research tools after taking the HRSM 788 research course. An attempt is made to have students take this in their first semester on campus. But, current program size makes this difficult. Our goal as faculty is to know that students possess fundamental research tools early on in their program so advanced research components can be added into additional coursework. For example our SPTE 760 course, marketing, will be incorporating a research component in to the class which will enable students to examine the fit between sports properties and sponsors.

### Goal 3.

Apply key managerial, analytical, and judgment skills to solve problems successfully in sport, entertainment, and venue management.

### Curriculum

SPTE 760

#### Learning Outcome 1.

Students will demonstrate an ability to develop and explain workable solutions to various industry problems.

#### Measures and Criteria

- 85% of students will successfully complete (receive a grade equivalent to a “C” or better) all case studies used during the course.
- During comprehensive examinations, 100% of students will successfully explain (receive a “Pass” evaluation on the related comprehensive exam item) a workable solution to an industry problem.
- On student course evaluations for each section of SPTE 760, the average (mean) student response on the item “I learned skills that can be applied in a professional setting” should be 4.0 (Agree) or above.

#### Methods

- The SPTE 760 instructor(s) will evaluate each project using an established rubric. The instructors will then compile and analyze the data. The results will then be presented to the department chair after spring semester ends. This information will then be presented to all faculty at its beginning of year meeting in August.
- The SPTE faculty member(s) responsible for the SPTE 760 portion of the M.S.E.M. comprehensive examination will evaluate the efficacy with which each student taking the examination each semester can develop and explain a workable solution to a marketing related industry problem(s) the student is presented with during the

comprehensive examination. The faculty member(s) will report a numerical rating (1=excellent to 5=unsatisfactory) for the above item for assessment purposes. Results will be submitted to the graduate director for aggregation.

- Question #3.10 on the student course evaluation instrument for SPTE 760 will be analyzed by the department chair after each spring semester. This question asks the student for the extent of his or her agreement with the following statement: "I learned skills that can be applied in a professional setting." Results will be shared with the SPTE Graduate Director.
- For all measures, the graduate director will analyze the data collected and make recommendations on curriculum changes to the graduate faculty at the August faculty meeting.

### **Results**

Based upon the following measures and meeting the stated criteria, the learning outcome was met:

- According to the course instructor, 100% of students enrolled in SPTE 760 successfully completed (grade of C or better) all case studies during the 2016-2017 academic year.
- 100% of students completing their comprehensive examination during the 2016-2017 academic year were able to develop and explain solutions to marketing related industry problems.
- The average (mean) student response on the item, I learned skills that can be applied in a professional setting for SPTE 760 was 4.62.

### **Use of Results**

The SPTE Department will continue to incorporate student results to make specific refinements to the SPTE graduate curriculum. A change to instructor was made after this course was taught by an instructor for the past two years. Student responses indicated that they did not feel they were learning skills that could be applied in a professional setting. The new instructor improved this metric by a full point. Further, he moved from the use of current theoretical articles as readings back to a text. He also incorporated readings from leading trade publications.

## **II. FUTURE ASSESSMENT PLAN FOR 2017 - 2018**

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