

# **SM Undergraduate Academic Assessment Plan 2012-2013**

Sport Management

Health and Human  
Performance

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## Sport Management – Bachelor’s Degree

# College of Health & Human Performance Undergraduate Academic Assessment Plan

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### Introduction

The University of Florida College of Health and Human Performance has focused on improving an array of societal problems and challenges since its creation in 1946. The Tourism, Recreation and Sport Management Department, one of three departments in the college, has been the leading academic program in the state of Florida. It has a long and distinguished history of outstanding contributions to parks, recreation, sport, and tourism planning and management. The Department offers two separate degrees in Recreation, Parks and Tourism and one in Sport Management.

### Mission Statement

The B.S. in Sport Management seeks to enable students to apply the fundamental concepts of management, marketing, finance, and law to sport organizations. Students pursue employment opportunities in professional sport franchises, intercollegiate athletic departments, sports media industries, sporting goods merchandising, and sport organizing committees, among other organizations. Within sport organizations, students may focus on facility and event management, marketing, administration, compliance, ticket operations, sponsorship sales, fundraising, player representation, and a range of other sport-related jobs.

The objectives of the Sport Management program align directly with the College of Health and Human Performance mission relative to influencing and improving an array of societal problems and challenges. The mission of the program also aligns directly with the mission of the University of Florida as described in the Strategic Plan of the State Board of Governors: “The University of Florida is committed to educating students so they are prepared to make significant contributions within an increasingly global community offering a broad-based, exclusive public education, leading-edge research and service to the citizens of Florida, the nation, and the world. The University of Florida nurtures young people from diverse backgrounds to address the needs of our societies, while sustaining community resources through its mission of service, research and teaching. In support of both the institutional and college missions, the Department of Tourism, Recreation and Sport Management is committed

to national and international excellence in the generation, dissemination, and communication of knowledge in tourism, recreation and sport management.

One semester before graduation, students are placed in a 13-week senior internship where they learn from experienced sport professionals who are internationally and nationally recognized in their specializations, and who provides excellent models of practice, quality service delivery and leadership. Many students are offered employment at the end of their internship simply because of the exemplary educational preparation and ability to transfer knowledge gained in a practical manner.

## Student Learning Outcomes (SLOs)

<https://catalog.ufl.edu/ugrad/current/health/ALC/sport-management.aspx>

### Content

1. Discuss the interdisciplinary nature of the study of sport management.
2. Identify and explain the internal and external factors that influence and shape sport in society.
3. Explain what constitutes management and what constitutes an organization. Apply the concepts of planning, organizing, leading and evaluating organizational goals to sport organizations.
4. Comprehend how ethical behavior influences financial, marketing and managerial decision-making.
5. Identify fundamental marketing concepts to the sport industry, create marketing plans, evaluate market segments and predict consumer behavior.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to sport organizations.
7. Explain and judge fundamental legal concepts relevant to tort, contract and constitutional law, and how they apply to the sport management field.

### Critical Thinking

8. Use accepted techniques of discovery and critical thinking to solve problems independently, and to evaluate opinions and outcomes within and outside of the sport management area.
9. Explain and use qualitative and quantitative analysis through formal and informal assessment strategies.

### Communication

10. Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in sport management related settings.

## Curriculum Map

Curriculum Map for: Sport Management College: Health Human Performance

Introduced

Reinorced

Assessed

Courses SLOs	Course1 SPM 4154	Course2 SPM 4515	Course3 SPM 4723	Course4 SPM 4941
<b>Content Knowledge</b>				
#1	IR	IR	IR	IA (Supervisor Internship Evaluation and Feedback)  ( Student Assignment Responses)
#2	R			A (Student Assignment Responses)
#3	I R A (Final Course Grade)			R A (Student Assignment Reponses)
#4	R		I R	A (Student Assignment Responses)
#5		R		R A (Student Assignment Responses)
#6		I R A (Final Course Grade)		

#7			I R A (Final Course Grade)	
Critical Thinking				
#8	I R	I R	I R	A (Supervisor Internship Evaluation and Feedback)  (Student Assignment Responses)
#9	I	I R	I R	A (Student Assignment Responses)
Communication				
#10	I R A (Final Project Grades)	I R A (Final Project Grades)	I R	I R A (Supervisor Internship Evaluation and Feedback)  (Student Assignment Responses)

- Overall course grades were utilized for the 2010 - 2013 assessment cycle. However, specific class projects will be used as assessments in various classes beginning the academic year 2013-2014.

## Assessment Cycle

Assessment Cycle for:

Program – Sport Management

Health and Human Performance

Analysis and Interpretation:

Annually May -June

Improvement Actions:

Annually August – October

Dissemination:

Completed by November of each year

The below chart illustrates the years during which each of the Sport Management SLOs will be assessed during a three-year Assessment Cycle. The Assessment Committee will examine data regarding at least two of the seven content knowledge SLOs each year, one critical thinking SLO in two years of the three-year cycle, and the single communication SLO once every three years. The Assessment Cycles for 2010-1013 and 2013-1016 can be found in the chart.

SLOs	Year	10-11	11-12	12-13	13-14	14-15	15-16
<b>Content Knowledge</b>							
#1				X			X
#2				X			X
#3			X			X	
#4			X			X	
#5				X			X
#6	X				X		
#7	X				X		
<b>Critical Thinking</b>							
#8	X				X		
#9			X			X	
<b>Communication</b>							
#10				X			X

## Methods and Procedures

### SLO Assessment Matrix

#### SLO Assessment Matrix for 2012-13

2012-13 Student Learning Outcome	Assessment Method	Measurement Procedure
Discuss the interdisciplinary nature of the study of sport management.	Supervisor Internship Evaluation and Feedback  Student Assignment Responses	Intern supervisor evaluation form  Meet 500 word minimum; demonstrate experiential learning
Identify and explain the internal and external factors that influence and shape sport in society.	Student Assignment Responses	Meet 500 word minimum; demonstrate experiential learning
Explain what constitutes management and what constitutes an organization. Apply the concepts of planning, organizing, leading and evaluating organizational goals to sport organizations.	*	
Comprehend how ethical behavior influences financial, marketing and managerial decision-making.	*	
Identify fundamental marketing concepts to the sport industry, create marketing plans, evaluate market segments and predict consumer behavior	Student Assignment Responses	Meet 500 word minimum; demonstrate experiential learning
Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to sport organizations.	*	
Explain and judge fundamental legal concepts relevant to tort, contract and constitutional law, and how they apply to the sport management field.	*	
Use accepted techniques of discovery and critical thinking to solve problems independently, and to evaluate opinions and outcomes within and outside of the sport management area.	*	

Explain and use qualitative and quantitative analysis through formal and informal assessment strategies	*	
Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in sport management related settings.	Supervisor Internship Evaluation and Feedback Student Assignment Responses Final Project Grades	Intern supervisor evaluation form Meet 500 word minimum; demonstrate experiential learning 'D' or better

- Per the assessment cycle, this SLO was not assessed during the 2012-13 academic year.

*Current Procedures:*

1. The department Assessment Committee collects data throughout the academic year in preparation for the annual evaluation of SLOs. The Committee meets each May at the end of the academic year to analyze and assess the data.
2. The Assessment Committee receives the following data:
  - a. Student grades in specific core courses (SPM 4154, SPM 4515, and SPM 4723).
  - b. SPM 4941C Internship student responses to four specific site questions. These essays require students to reflect on specific experiences within the organizations/internship site in the context of specific learning objectives.
  - c. SPM 4941C Internship evaluations are collected from site supervisors as a form of direct assessment and from students as a form of indirect assessment. The supervisors and students provide data on specific questions targeting specific learning outcomes. Responses are recorded on a 4-point scale, with 4 denoting the most positive response. Open ended data are also collected, which further substantiate the degree of mastery and application of a number of critical skills. The Assessment Committee receives this data in aggregate each year from a representative sample of students. The following form is an example of the direct assessment:



Department of Tourism, Recreation and Sport Management  
University of Florida

**INTERNSHIP SUPERVISOR'S FINAL EVALUATION FORM**

Name of Supervisor: \_\_\_\_\_  
 Agency: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Student Intern: \_\_\_\_\_  
 Date Completed: \_\_\_\_\_

Please check the appropriate box. Feel free to add comments and/or provide specifics.

CRITERIA	Excellent	Good	Fair	Unsatisfactory
<b>1. Attendance</b>				
<i>Comment:</i>				
<b>2. Punctuality</b>				
<i>Comment:</i>				
<b>3. Dependability/reliability</b>				
<i>Comment:</i>				
<b>4. Cooperation with supervisor</b>				
<i>Comment:</i>				
<b>5. Cooperation with staff</b>				
<i>Comment:</i>				
<b>6. Taking Direction</b>				
<i>Comment:</i>				
<b>7. Asking for help appropriately</b>				
<i>Comment:</i>				
<b>8. Professional appearance</b>				
<i>Comment:</i>				
<b>9. Quality of independent work</b>				
<i>Comment:</i>				
<b>10. Quality of team work</b>				
<i>Comment:</i>				
<b>11. Acceptance of responsibility</b>				
<i>Comment:</i>				
<b>12. Organizational skills</b>				
<i>Comment:</i>				
<b>13. Time management skills</b>				
<i>Comment:</i>				
<b>14. Follow-through skills</b>				
<i>Comment:</i>				
<b>15. Imagination/creativity</b>				
<i>Comment:</i>				
<b>16. Enthusiasm/motivation</b>				
<i>Comment:</i>				
<b>17. Professional conduct/demeanor</b>				
<i>Comment:</i>				
<b>18. Trainee's potential as a professional</b>				
<i>Comment:</i>				

(OVER)

1. How frequently did you observe the trainee?

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2. When and where did you meet and discuss this evaluation?

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3. How did the intern respond to your ratings and comments?

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4. What were the intern's major tasks during this period?

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5. What skills did the student demonstrate that show mastery of critical skills needed in the planning and delivery of program and events in your agency?

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6. In terms of specific skills, areas for improvement include:

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7. Other comments/reactions:

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Based upon my evaluation, this student is progressing to earn a:

Satisfactory grade                      Unsatisfactory grade  
(please circle your response)

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please mail this form to: \_\_\_\_\_ (UF Supervisor)  
Department of Tourism, Recreation and Sport Management  
University of Florida  
PO Box 118208  
Gainesville, FL



3. The Assessment Committee analyzes and interprets the data and summarizes their findings to provide actionable improvement recommendations that are disseminated to the appropriate stakeholders each fall semester prior to November 1. The faculty and program coordinators further analyze the results and recommendations and subsequently recommend and implement changes to the curriculum through the normal curriculum development process in the department.

*Examples of Current Measurement Tools:*

The supervisor evaluations for SPM 4941C Internship include questions such as these:

- What skills did the student demonstrate that show mastery of critical skills needed in the planning and delivery of program and events in your agency?
- Please rate and comment on the student's dependability/reliability.
- Please rate and comment on the student's professional conduct/demeanor.

Questions for the students to answer include:

- Identify two management and/or marketing theories that you have learned about in one of your classes and discuss how these theories are being put into practice within the organization in which you work.
- Discuss a situation in which someone's ethical behavior may have been questioned.
- Does the organization bring in any revenue from sponsorships? If so, evaluate the agreements and determine if they can be improved.

*Forthcoming Procedures:*

4. Beginning in the **2013-14 Assessment**, the Assessment Committee will continue to analyze and interpret data as outlined above, but will also assess a random sample of specific projects from six different core courses. The grading rubric and assigned grade from each professor will also be provided to the Assessment Committee as a form of direct assessment data.

Assignments from each of the following courses will be provided to the committee when assessing an SLO related to the material in the course:

Sophomore and Junior Level Courses:

SPM 3012 (final paper) - SLO 2  
SPM 3204 (final project) - SLO 4

Junior and Senior Level Courses:

SPM 3306 (marketing plan projects) - SLO 5  
SPM 4154 (final project) - SLO 3

SPM 4515 (final budgeting project) - SLO 6  
SPM 4723 (legal case studies) - SLO 7

SPM 3012, SPM 3204, and SPM 3306 will be added to the SLO Curriculum Map prior to this assessment year to accommodate these additional forms of direct assessment.

*Examples of Forthcoming Measurement Tools:*

In SPM 3012 Sport and Sociology, a final paper will be utilized as an assessment tool. In this paper, students will identify the 10 most pressing social issues challenging the sports industry in the United States, and using specific facts and observations for each issue, demonstrate why the issue is indeed a problem in today's sports landscape.

## Assessment Oversight

The TRSM Assessment Committee is a standing committee with representative faculty in all program areas in the department.

Name	Department Affiliation	Email Address	Phone Number
Michael Sagas, PhD	Department Chair	<a href="mailto:msagas@hhp.ufl.edu">msagas@hhp.ufl.edu</a>	352-294-1640
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