

## Undergraduate Sport Management SLOs

### Student Learning Outcomes Matrix – Academic Year 2025-26

Identify each Student Learning Outcome and Measurement Tool(s)	Identify Learning Benchmarks	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectations	Assessment Results: 1. Does not meet expectation 2.Meets expectation 3.Exceeds expectation 4.Insufficient data
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SLO 1 Students comprehend and apply sport management research, concepts, strategies and practices.

Measure 1: Exam: PE 4743 Legal Issues in Sport (direct)	80% of students will score a 4.0 on a 1-5 scale	n= 71	n= 67	94%	Exceeds expectation
Measure 2: Knowledge and Understanding of Ethics Quiz: PE 4843 Philosophy & Ethics (direct)	80% of students will score at least 80%	n= 37	n= 31	83%	Exceeds expectation
Measure 3: Final research project: ES 3743 Research & Statistics (direct)	80% of students will score at least 80%	n= 7	n= 7	100%	Exceeds expectation
Measure 4: Exam 1: PE 4773 Organization & Management of Sport Programs (direct)	80% of students will score at least 80%	n= 35	n= 33	94%	Exceeds expectation
Measure 5: Quiz 1: PE 3863 Econ & Financial Management in Sport (direct)	80% of students will score at least 80%	n= 17	n= 9	53%	Does not meet expectation
Measure 6: Sport marketing plan presentation: PE 3853	80% of students score at least	n= 60	n= 54	90%	Exceeds expectation

Sport Sales & Promo (direct)	80% on project rubric					
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SLO 2 Students will effectively communicate.

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Measure 1: Event project presentation: PE 3113 Business of Esports (direct)	80% of students will score at least 80%	n= 29	n= 27	93%	Exceeds expectation
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Measure 2: Supervisor Evaluation: Oral Communications item: HPES 4863 Internship (indirect)	90% of students will score a 4.5 or higher on a 1-5 scale	n= 13	n= 13	100%	Exceeds expectation
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Measure 3: Article review and presentation: PE 4103 Sport, Globalization & Nationalism (direct)	80% of students will score at least 80% on rubric	n= 39	n= 22	56%	Does not meet expectation
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Measure 4: Analytics project: PE 3823 Sport Analytics (direct)	80% of students will score at least 80% on project rubric	n= 17	n= 16	94%	Exceeds expectation
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SLO 3 Students will demonstrate expectations of ethical conduct in the sport industry.

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Measure 1: Ethical principles writing assignment: PE 4843 Philosophy and Ethics in Sport (direct)	80% of students will score at least 80%	n= 37	n= 37	100%	Exceeds expectation
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Measure 2: Internship Supervisor Evaluation: Judgment item (indirect)	All students will score at least 4.5 on a 1-5 scale	n= 13	n= 13	100%	Exceeds expectation
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Measure 3: Ethics assignment: PE 3893 Sport in Society(direct)	80% of students will score at least 80%	n= 69	n= 63	91%	Exceeds expectation
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Measure 4: Internship Supervisor Evaluation: Responsibility item (indirect)	All students will score at least 4.5 on a 1-5 scale	n= 13	n= 13	100%	Exceeds expectation
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*Student Learning Outcomes Matrix Narrative:  
Which areas met or exceeded expectations? Why?*

An analysis of the undergraduate sport management student learning outcome data indicates that overall performance was strong. All but two student learning outcome measurements exceeded the established benchmark for success, demonstrating that students are achieving the expected levels of knowledge and skill proficiency across the curriculum. Following COSMA feedback from the 2024-2025 annual report, program faculty edited all previous measurements and added six additional measurements to better measure student learning outcomes across the program. The results suggest that instructional strategies, course design, and assessment practices are effectively supporting student learning.

While most outcome measurements surpassed expectations, two student learning outcome measurements did not meet the desired performance threshold (discussed below). These results will be reviewed with program faculty to identify any potential contributing factors and opportunities for improvement. Faculty will examine this assessment data, instructional methods they may use, and curricular alignment to develop targeted interventions aimed at strengthening student achievement in these areas.

Overall, the findings reflect a positive trend in student performance and provide evidence that the program is successfully meeting its objectives while maintaining a commitment to continuous improvement.

*Which areas do we not meet expectations? Why?*

Two measurements did not meet the expected level of performance:

**Student Learning Outcome 1** *Students comprehend and apply sport management research, concepts, strategies and practices, Measure 5*, (Quiz 1: PE 3863 Econ & Financial Management in Sport), 9 of 17 students (53%) met expectations. The 75-point quiz includes multiple-choice, true and false, and calculation questions, covering the content of financial management in the sport industry. The course faculty share that the amount of material regarding financial and economic concepts in the sport industry may be a bit overwhelming at this initial point in the course and that many students scored just below the benchmark for this measurement. As a result, course instructor will consider moving the measurement to later in the semester to allow students further comprehension of course material. Additionally, assisting students with content review prior to quiz will strengthen content mastery.

**Student Learning Outcome 2** *Students will effectively communicate, Measure 3*, (Article review and presentation: PE 4103 Sport, Globalization & Nationalism), 22 of 39 students (56%)

met expectations. Students are required to demonstrate their ability to professionally review a scholarly article and present their analysis clearly in written form.

Provided that the overall student performance on this assignment was below an ideal level, course faculty believe that it is possible that the students enrolled in this course may not have been exposed to the appropriate expectations regarding the review of scholarly literature (i.e. reading and analysis). It is recommended that additional instruction and practice regarding this is needed, emphasizing the importance of understanding current global trends and research in the field. Similar assignments are recommended in other lower-level courses within the program to develop student understanding and growth in this area.

Although these measurements fell below the benchmark, the results provide valuable information for identifying areas where additional instructional support and curriculum refinement may be beneficial. Faculty will review the assessment data associated with these measurements to determine potential factors affecting student performance and to develop plans aimed at continuous student and program improvement.

*How does this data drive curricular decisions?*

This data provides an accurate pulse of the level of understanding of our students. While the data resulted in most benchmarks showing met or exceeded, it proved to program faculty that while their teaching methods are effective, there are always areas for improvement. Additionally, students are meeting the courses' academic standards. Benchmark changes in the internship evaluations also have been influenced by the data. Some benchmarks (internship evaluations) increased by 10% of students achieving or obtaining a full rubric point value increase (20%).

## **Undergraduate Sport Management OEGs**

### **Program-Level Operational Effectiveness Goals Matrix – Academic Year 2025-26**

Identify Each Operational Goal and Measurement Tool(s)	Identify Benchmarks	Data Summary	Assessment Results:
			1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data

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OEG 1 Provide experiential learning opportunities for students.

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Measure 1	Relevant program-approved internships (Goal: 10)	13 students participated in work internships in sport organizations	Exceeds expectation
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Measure 2	Class professional guest speakers (in-person or video call) (Goal: 5 speakers)	Eight industry professionals (e.g. A-State Athletics, Atlanta Dream, Memphis Grizzlies, EA Sports, The Ridge Athletic Facility) participated as guest speakers	Exceeds expectation
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Measure 3	Student academic engagement: Presentation of research activities (Goal: 10 students participate)	8 students participated research presentation at academic conferences (e.g. Create@State)	Meets expectation
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Measure 4	SM student volunteer club engagement activities (Goal: 20 students participate)	10 students participated in faculty-led local and regional sport volunteer work activities	Meets expectation
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OEG 2 Ensure program curriculum relevance to the sport industry.

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Measure 1	Obtain input from SM alumni and advisory board members (Goal: 2 members' input)	Three external industry professionals provided SM program input	Meets expectation
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Measure 2	Implementation of new technology in SM and innovative pedagogical techniques (Goal: 2 techniques)	Two SM faculty employed 4 new strategies with various classroom innovations	Exceeds expectation
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Measure 3	SM faculty review of curricula during each semester (Goal: twice per year)	SM faculty meets each semester to review program curricula and discuss any proposed changes.	Exceeds expectation
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OEG 3 Faculty excellence in scholarly and service activities.

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Measure 1	SM faculty with scholarly journal productivity (Goal: 2 per year)	2 peer-reviewed journal publications	Meets expectation
Measure 2	SM faculty acceptance for presentation at national conferences (Goal 3 per year)	4 presentations at national conference	Exceeds expectation
Measure 3	SM faculty engaged in community and sport management field service (Goal: 3 per year)	1 (Youth sports league volunteer, reviewer training, COSMA)	Meets expectation

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OEG 4 Sustain national leadership in sport management education

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Measure 1	Sustain program exposure of on-campus and online presence (Goal: 3 activities per year)	<p>Market program at various <i>on-campus</i> events: Volunteer@State, Learn@State, Community and Club Fair, Pack Support, Junior and Senior Preview Days. Individual student recruiting visits, athletics recruiting events.</p> <p><i>Online</i> exposure: Risepoint, department social media, A-State website, program national rankings sites, COSMA website</p>	Exceeds expectation
Measure 2	Retain COSMA accreditation	Re-affirmation of accreditation	Meets expectation

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Measure 3	Faculty scholarly activities (Goal: 5)	Presentations at national conferences/publications	Exceeds expectation
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OEG 5 Institutional effectiveness

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Measure 1	Undergraduate enrollment (100)	132	Exceeds expectation
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Measure 2	Retain 180% of undergraduate students	84% retention	Exceeds expectation
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Note<sup>1</sup>: University-wide retention stretch goal is 80%.

*Narrative:*

Program exposure appeared positive and outward. There was an uptick in enrollment of 16.8% from the previous year. Continued efforts of program marketing both on-campus and online will help meet our program goals. Also, program retention (84%) remained above the university goal of 80%.