

***The sport management degree programs at Troy University have received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA. The sport management programs in the following degrees are accredited by COSMA:***

Bachelor of Science in Sport Management

Master of Science in Sport Management

Doctor of Philosophy in Sport Management

B.S. HSTM-Sport Management Concentration

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Meeting Expectation	Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not Meet Expectation 2. Meets Expectation 3. Exceeds Expectation 4. Insufficient Data
<b>SLO 1: Students will be able to apply critical thinking skills to sport-related industry problems.</b>					
HSTM 4443 Case Study Rubric <i>(Direct Measure)</i>	<i>Measure 1:</i> 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study.	21	31	68%	1
HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) <i>(Direct Measure)</i>	<i>Measure 2:</i> 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	48	52	92%	3
HSTM 3365 Major Research Project <i>(Direct Measure)</i>	<i>Measure 3:</i> 85% will be proficient or score 80% or higher on the HSTM 3365 Project.	35	44	80%	1
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 4:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their ability to apply critical thinking skills to sport-related industry problems.	6	7	86%	2
<b>SLO 2: Students will be capable of applying marketing, financial and legal principles to HSTM industry.</b>					
HSTM 4499 Senior Capstone Project Rubric (Marketing Scores) <i>(Direct Measure)</i>	<i>Measure 1:</i> 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	50	52	96%	3

HSTM 4499 Senior Capstone Project Rubric (Legal Information Scores)  (Direct Measure)	Measure 2: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	48	52	92%	2
HSTM 4499 Senior Capstone Project Rubric (Financial Information Scores)  (Direct Measure)	Measure 3: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	47	52	90%	3
SCOB Exit/Alumni Survey  (Indirect Measure)	Measure 4: Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in applying marketing, financial, and legal principles to HSTM industry.	5	7	71%	2
<b>SLO 3: Students will be able to formulate rational conclusions through issue analyzation and decision-making skills.</b>					
HSTM 4443 Case Study Rubric  (Direct Measure)	Measure 2: 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study.	21	31	68%	1
HSTM 3365 Major Research Project  (Direct Measure)	Measure 3: 85% will be proficient or score 80% or higher on HSTM 3365 Project.	35	44	80%	1
Structured Internship  (Indirect Measure)	Measure 1: 90% will score 80% or higher on their supervisor evaluations.	25	25	100%	2
SCOB Exit/Alumni Survey  (Indirect Measure)	Measure 4: Majority (51% or greater) of reporting graduates/alumni will indicate their ability to formulate rationale conclusions.	6	7	86%	2
<b>SLO 4: Students will develop effective communication skills.</b>					

HSTM 4443 Case Study Rubric  (Direct Measure)	Measure 1: 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study Exam.	21	31	68%	1
HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores)  (Direct Measure)	Measure 2: 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	48	52	92%	3
Structured Internship  (Indirect Measure)	Measure 3: 90% will score 80% or higher on their supervisor evaluations.	25	25	100%	2
SCOB Exit/Alumni Survey  (Indirect Measure)	Measure 4: Majority (51% or greater) of reporting graduates/alumni will indicate their development of effective communication skills.	6	7	86%	2
<b>SLO 5: Students will be proficient in utilizing technology to locate and interpret research for practical purposes.</b>					
HSTM 3365 Major Research Project  (Direct Measure)	Measure 1: 85% will be proficient or score 80% or higher on HSTM 3365 Project.	35	44	80%	1
HSTM 4499 Senior Capstone Project Rubric (Overall Presentation Proficiency Scores)  (Direct Measure)	Measure 2: 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	43	52	83%	1
SCOB Exit/Alumni Survey  (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in utilizing technology for practical purposes.	6	7	86%	2
<b>SLO 6: Students will be able to display their professional preparedness for entrance into the HSTM industry.</b>					

HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) <i>(Direct Measure)</i>	<i>Measure 2:</i> 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	<b>48</b>	<b>52</b>	<b>92%</b>	<b>3</b>
HSTM 4499 Resumes <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% will be proficient or score 70% of higher on the advanced resume project.	<b>41</b>	<b>54</b>	<b>76%</b>	<b>1</b>
HSTM 4499 Mock Interview Project <i>(Indirect Measure)</i>	<i>Measure 3:</i> 90% will be proficient or score 70% of higher on the advanced resume project.	<b>46</b>	<b>52</b>	<b>88%</b>	<b>2</b>
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 4:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	<b>7</b>	<b>7</b>	<b>100%</b>	<b>2</b>

**SLO 7: Students will be prepared for the sport industry.**

SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 2:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	<b>7</b>	<b>7</b>	<b>100%</b>	<b>2</b>
--	---	----------	----------	-------------	----------

**\*\*Explanation of course action for intended outcomes not met:**

1/7 SLOs did not meet expectation (SLO 5); 2/7 SLOs had split results (SLOs 1 & 3); 4/7 SLOs were achieved ( SLOs 2, 4, 6, & 7).

In reviewing and discussing the results, faculty collectively feel that not all assessment results accurately represented the students. Although TROY resumed normal operations, the program is still feeling the impacts of previous COVID instruction.

Compared to the 2021-2022 SLOs, assessment results showed improvement in SLOs 1 and 4. This is not to be confused with the “achievement” of SLOs; as when we first began to assess our program, we set our criteria purposefully high. As a result, there were several years where we did not achieve SLOs, but we were able to consistently demonstrate marked improvements in nearly all SLOs. Notably, significant improvement was observed in the HSTM 4499 Senior Seminar data, where many outcomes are measured.

Of note, HSTM is currently transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey are relatively low and should improve as circulation of the new instrument improves. Faculty will work to incorporate the instrument into their class for improved results.

Some faculty felt that the students assessed during this cycle were impacted significantly by the online format and PODS structure implemented during COVID. Faculty members continue to teach overloads which provides a unique challenge in the delivery of content.

*Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.*

### M.S. Sport Management Concentration

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Meeting Expectation	Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not Meet Expectation 2. Meets Expectation 3. Exceeds Expectation 4. Insufficient Data
<b>SLO 1: Students will be articulate core curricular content knowledge.</b>					
Graduate Comprehensive Examination <i>(Direct Measure)</i>	<i>Measure 1:</i> 85% will score 75% or higher on graduate comprehensive exam on the first attempt	16	19	84%	1
Structured Internship Evaluation <i>(Indirect Measure)</i>	<i>Measure 2:</i> 90% will score 80% or higher on their supervisor evaluations	4	4	100%	2
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their ability to articulate core curricular content knowledge.	0	0	0%	4
<b>SLO 2: Students will cultivate an advanced understanding of global awareness, ethical obligations, and diversity and inclusion.</b>					
IRB Certificate <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% will successfully complete IRB Training.	29	29	100%	3

Structured Internship Evaluation <i>(Indirect Measure)</i>	<i>Measure 2:</i> 90% will score 80% or higher on their supervisor evaluations	4	4	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their advanced understanding of global awareness, ethical obligations, and diversity and inclusion	0	0	0%	4
<b>SLO 3:</b> <i>Students will be proficient in the application of technology to conduct and present research.</i>					
SFM 6617 Major Project <i>(Direct Measure)</i>	<i>Measure 1:</i> 80% will score 80% or higher on the SFM 6617 major project	23	29	79%	1
SFM 6691 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 80% will score 80% or higher on the SFM 6691 major project	8	9	89%	3
SFM 6691 Research Presentations <i>(Direct Measure)</i>	<i>Measure 3:</i> 90% will score 80% or higher on the SFM 6691 research presentation	0	0	0%	4
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 4:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in the application of technology to conduct and present research	0	0	0%	4
<b>SLO 4:</b> <i>Students will be able to articulate their professional preparedness through scholarly and practical research assignments.</i>					
SFM 6617 Major Project <i>(Direct Measure)</i>	<i>Measure 1:</i> 80% will score 80% or higher on the SFM 6617 major project	23	29	79%	1

Structured Internship Evaluation <i>(Indirect Measure)</i>	<i>Measure 2:</i> 90% will score 80% or higher on their supervisor evaluations	4	4	100%	2
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their professional preparedness	0	0	0%	4
<b>SLO 5:</b> <i>Students will be prepared for a career in the sport management industry.</i>					
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 2:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	0	0	0%	4
<p><b>**Explanation of course action for intended outcomes not met:</b></p> <p>2/5 SLOs were achieved (SLOs 2 &amp; 5); SLOs 1, 3, &amp; 4 showed split results.</p> <p>Most M.S. Sport Management program goals and objectives were met; the SLO results indicate that, overall, the mission of the program is being achieved. Of note is the improvement in the SLO 1 measure of the Graduate Comprehensive Exam, which saw an 18% increase in students meeting the benchmark, though the results still do not meet the standard set in the SLO.</p> <p>For the past two years, the majority of measures for each SLO were achieved, indicating consistency with the deliverables. Previously, the faculty noted that they would not make a drastic change to the curriculum given this instructional period was slightly different for students given the COVID pandemic. Consistency in delivery and expectations has yielded a higher percentage of students passing their comprehensive exam. The three measures that were not achieved were missed by only one percentage point, thus the faculty feel as though, again, no drastic changes to the curriculum should be made.</p> <p>Of note, HSTM is currently transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey are relatively low and should improve as circulation of the new instrument improves. Faculty will work to incorporate the instrument into their class for improved results.</p>					

**Ph.D. Sport Management Concentration**



Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Meeting Expectation	Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not Meet Expectation 2. Meets Expectation 3. Exceeds Expectation 4. Insufficient Data
<b>SLO 1: Students will demonstrate core curricular and specialized content knowledge.</b>					
HSTM 8860 Dissertation Pass with P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of doctoral candidates will successfully defend their dissertation	6	6	100%	3
Comprehensive Exams Pass with P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will successfully pass their comprehensive exams	4	4	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report demonstration of core curricular knowledge	3	3	100%	3
<b>SLO 2: Students will identify essential teaching strategies for success in the sport management education environment.</b>					
HSTM 8860 Dissertation Pass P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of doctoral candidates will successfully defend their dissertation	6	6	100%	3
HSTM 8822 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will score 80% or higher on the HSTM 8822 major project	4	5	80%	1
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report identification of teaching strategies	3	3	100%	3

<b>SLO 3: Students will display proficiency through applied theoretical frameworks, to include controversial sport issues, evidenced through written work and presentations.</b>					
HSTM 8860 Dissertation Pass with P-F Committee Form  (Direct Measure)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	6	6	100%	3
HSTM 8816 Major Project  (Direct Measure)	Measure 2: 90% of students will score 80% or higher on the HSTM 8816 major project	0	0	0%	4
SCOB Exit/Alumni Survey  (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will report proficiency in theoretical frameworks	3	3	100%	3
<b>SLO 4: Students will be able to effectively interpret sport management research.</b>					
HSTM 8860 Dissertation Pass with P-F Committee Form  (Direct Measure)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	6	6	100%	3
HSTM 8810 Major Project  (Direct Measure)	Measure 2: 90% of students will score 80% or higher on the HSTM 8810 major project	3	3	100%	3
SCOB Exit/Alumni Survey  (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will report ability to effectively interpret sport management research	3	3	100%	3
<b>SLO 5: Students will analyze and apply sport management principles, approaches and rationales to current sport management cases.</b>					
HSTM 8860 Dissertation Pass with P-F Committee Form  (Direct Measure)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	6	6	100%	3

HSTM 8816 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will score 80% or higher on the HSTM 8816 major project	<b>0</b>	<b>0</b>	<b>0%</b>	<b>4</b>
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report ability to analyze and apply sport management principles	<b>3</b>	<b>3</b>	<b>100%</b>	<b>3</b>
<b>SLO 6:</b> <i>Students will organize and plan programs of service designed to meet local, state, regional, national and/or international needs.</i>					
HSTM 8860 Dissertation Pass with P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of doctoral candidates will successfully defend their dissertation	<b>6</b>	<b>6</b>	<b>100%</b>	<b>3</b>
HSTM 8812 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will score 80% or higher on the HSTM 8812 major project	<b>0</b>	<b>0</b>	<b>0%</b>	<b>No data</b>
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report ability to organize and plan programs	<b>2</b>	<b>3</b>	<b>67%</b>	<b>3</b>
<b>SLO 7:</b> <i>Students will prepare research within the field of sport management for presentation and publication.</i>					
HSTM 8860 Dissertation Pass with P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of doctoral candidates will successfully defend their dissertation	<b>6</b>	<b>6</b>	<b>100%</b>	<b>3</b>
HSTM 8805 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will score 80% or higher on the HSTM 8805 major project	<b>5</b>	<b>7</b>	<b>71%</b>	<b>1</b>
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report ability to prepare research for publication and presentation	<b>3</b>	<b>3</b>	<b>100%</b>	<b>3</b>

***\*\*Explanation of course action for intended outcomes not met:***

7/7 SLOs were achieved, which is, overall, indicative that the Ph.D. Sport Management program goals and objectives were achieved and supporting the programmatic mission. Not only are the students performing well in their courses, but they also note satisfaction in their development of skills per the exit survey (indirect results).

It should also be noted that in comparison to the B.S. HSTM and M.S. SM programs, the Ph.D. SM program is an online program; as such, the delivery modality preferences for students were not impacted. Additionally, faculty were fully prepared for this delivery modality regardless of preferences. For these reasons, the faculty believe the assessment results for the Ph.D. program are more reliable when compared to the other TROY programs. Of note, two Ph.D. students were award COSMA research grants.

Two measures in the Ph.D. matrix were not achieved. As mentioned previously, the benchmarks set by the SLOs tend to be relatively high in an effort to showcase the quality of the program. Thus, not meeting two measures does not warrant a significant change in the curriculum and faculty do not feel as though the failure to meet high expectations is representative of the doctoral student body. One of the courses, SM 8816, did not have a major project to assess, which is an error in assessment. However, the SLOs that focus on the course (3 & 5) have additional direct and indirect measures for assessment. Thus, while the missing measure is certainly of concern and will be addressed moving forward, there is still sufficient data to suggest the SLO was met.

Of note, HSTM is currently transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey are relatively low and should improve as circulation of the new instrument improves. Faculty will work to incorporate the instrument into their class for improved results.

With regards to the doctoral program, one of the biggest testaments of the success of the program is the jobs of our graduates. TROY Sport Management graduates/upper-level students are working as full-time faculty at the following institutions: St. Mary's University, Nichols College, Viterbo University, Pfeiffer University, Capital University, Shorter University, Texas Tech University, Southeastern University, Mississippi College, Huntington College – Additionally, faculty are teaching adjunct at Belmont Abbey University and Troy University. This is especially notable when considering that a unique course in the doctoral program is Seminar in Pedagogy, where students learn about regional and specialized accreditations. Recently, one doctoral student wrote “You, especially, have given me a lot of valuable knowledge about pedagogy and COSMA, which has helped to improve my teaching skills and positively affect my ability to get hired because I used the materials and content (i.e., the textbook and COSMA-related information) that I learned from your seminar for my interview. Again, I appreciate you and the seminar”.

## PROGRAM INFORMATION PROFILE

*This profile offers information about the program in the context of its mission, basic purpose and key features.*

**Name of Institution:** Troy University

Program/Specialized Accrerator(s): Commission on Sport Management Accreditation

Institutional Accrerator: Southern Association of Colleges and School Commission on Colleges (SACSCOC)

Date of Next Comprehensive Program Accreditation Review: 2025

Date of Next Comprehensive Institutional Accreditation Review: 2030

URL where accreditation status is stated: [School of Hospitality, Sport and Tourism Management \(HSTM\) | Troy University Institutions - SACSCOC](#)

### Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year:2022-2023 # of Graduates: 65
2. Graduation Rate: Not Assessed
3. Average Time to Degree: 4-Year Degree: \_\_\_\_\_ 5-year Degree X\_\_\_\_\_
4. Annual Transfer Activity (into Program): Year: approximately 15 to 20 students
5. Graduates Entering Graduate School: Year:2022-2023  
Approximately 15 to 20 students
6. Job Placement (if appropriate): Year: 2022-2023  
Approximately 60% are working in field upon graduation.

*Form developed by the Council for Higher Education Accreditation. © updated 2020*