

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. Sport Management

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
SLO 1: Students will be able to apply critical thinking skills to sport-related industry problems.					
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.	24	29	83%	2
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.	41	51	80%	1
HSTM 3365 Major Research Project Rubric <i>(Direct Measure)</i>	<i>Measure 3:</i> 85% will be proficient or score 80% or higher on the HSTM 3365 Project.	28	41	68%	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.	27	31	87%	2
SLO 2: Students will be capable of applying marketing, financial and legal principles to HSTM industry.					
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.	41	51	80%	1

HSTM 4499 Senior Capstone Project Rubric (Legal Information Scores) <i>(Direct Measure)</i>	<i>Measure 2:</i> 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	49	51	96%	3
HSTM 4499 Senior Capstone Project Rubric (Financial Information Scores) <i>(Direct Measure)</i>	<i>Measure 3:</i> 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	41	51	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 proficiency in applying marketing, financial, and legal principles to HSTM industry.	27	31	87%	2
SLO 3: Students will be able to formulate rational conclusions through issue analyzation and decision-making skills.					
HSTM 4443 Case Study Rubric <i>(Direct Measure)</i>	<i>Measure 2:</i> 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study.	24	29	83%	2
HSTM 3365 Major Research Project Rubric <i>(Direct Measure)</i>	<i>Measure 3:</i> 85% will be proficient or score 80% or higher on HSTM 3365 Project.	28	41	68%	1
Structured Internship <i>(Indirect Measure)</i>	<i>Measure 1:</i> 90% will score 80% or higher on their supervisor evaluations.	15	15	100%	2
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 formulate rationale conclusions.	26	31	84%	2
SLO 4: Students will develop effective communication skills.					

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.	24	29	83%	2
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.	41	51	80%	1
Structured Internship (Indirect Measure)	Measure 3: 90% will score 80% or higher on their supervisor evaluations.	15	15	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.	27	31	87%	2
SLO 5: Students will be proficient in utilizing technology to locate and interpret research for practical purposes.					
HSTM 3365 Major Research Project Rubric (Direct Measure)	Measure 1: 85% will be proficient or score 80% or higher on HSTM 3365 Project.	28	41	68%	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.	41	51	80%	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.	27	31	87%	2
SLO 6: Students will be able to display their professional preparedness for entrance into the HSTM industry.					

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.	41	51	80%	1
HSTM 4499 Resume Rubric (Direct Measure)	Measure 2: 90% will be proficient or score 70% of higher on the advanced resume project.	49	51	96%	3
HSTM 4499 Mock Interview Project (Indirect Measure)	Measure 3: 90% will be proficient or score 70% of higher on the advanced resume project.	49	51	96%	3
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 4: Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	27	30	90%	2
SLO 7: Students will be prepared for the sport industry.					
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 2: Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	27	30	90%	3
<p>**Explanation of course action for intended outcomes not met:</p> <p>2/7 SLOs were split (SLOs 1, 2), 1/7 SLO was not achieved (5), and 4/7 SLOs were achieved (SLOs 3, 4, 6, & 7).</p> <p>Compared to the 2022-2023 SLOs, assessment results showed an improvement in SLOs 1 and 4, as not meeting expectations for SLOS 1, 4, and 5 is in line with assessment results from 2021-2022. 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 have been several years where we did not achieve SLOs, but we were able to consistently demonstrate marked improvements in most measures. Notably, a significant decline in Senior Seminar related measures was present and, though the content has not changed, primary instruction has. Thus, there may be a period of growing pains as it relates to assessment as expectations between instructors have shifted, but faculty intend to remain steadfast in their high expectations of the course as they feel it best prepares students for job market entry. The additional measure where the benchmark was not achieved relates to 3365 Research Methods. Given assessment results, alumni feedback, and curricular changes, this class will be undergoing significant revisions effective AY 2024-2025 to better align with research expectations of</p>					

undergraduate students. Thus, the next several cycles of assessment will be important in gauging the success of those changes.

Of note, HSTM has been transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey have increased 4x since AY 2022-2023 and should continue to improve as circulation of the new instrument increases. However, faculty feel as though the data presented is representative of the majority of student perceptions.

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

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
SLO 1: <i>Students will be articulate core curricular content knowledge.</i>					
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	20	24	83%	1
Structured Internship <i>(Indirect Measure)</i>	<i>Measure 2:</i> 90% will score 80% or higher on their supervisor evaluations	7	7	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.	30	30	100%	3
SLO 2: <i>Students will cultivate an advanced understanding of global awareness, ethical obligations, and diversity and inclusion.</i>					

IRB Certificate <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% will successfully complete IRB Training.	28	28	100%	3
Structured Internship <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	30	30	100%	3
SLO 3: <i>Students will be proficient in the application of technology to conduct and present research.</i>					
SM 6617 Major Project <i>(Direct Measure)</i>	<i>Measure 1:</i> 80% will score 80% or higher on the SM 6617 major project	26	27	96%	3
SM 6691 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 80% will score 80% or higher on the SM 6691 major project	12	13	92%	3
SM 6691 Research Presentations <i>(Direct Measure)</i>	<i>Measure 3:</i> 90% will score 80% or higher on the SM 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	30	30	100%	3
SLO 4: <i>Students will be able to articulate their professional preparedness through scholarly and practical research assignments.</i>					

SM 6617 Major Project (Direct Measure)	Measure 1: 80% will score 80% or higher on the SFM 6617 major project	26	27	96%	3
Structured Internship (Indirect Measure)	Measure 2: 90% will score 80% of higher on their supervisor evaluations	7	7	100%	2
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will indicate their professional preparedness	23	30	77%	2
SLO 5: Students will be prepared for a career in the sport management industry.					
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 2: Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	30	30	100%	3
<p>**Explanation of course action for intended outcomes not met:</p> <p>5/5 SLOs were achieved.</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 increase in students meeting the benchmark. Changes to this comprehensive exam process have been made; wherein students are now expected to submit a professional portfolio as a replacement for a traditional, content-focused comprehensive exam. Faculty feel as though the change allows for flexibility for our nontraditional student body and the opportunity for those students to highlight the experiences that matter most to them (e.g., professional, personal, academic, hobbies, certifications, etc.).</p> <p>For the past several 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 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 measure that was not achieved was missed by only two percentage points, thus the faculty feel as though, again, no drastic changes to the curriculum should be made.</p> <p>A shift in delivery format of the required SM research methods courses has been made. Thus, a change in measures must also follow as a presentations in 6691 are no longer a part of the course content. During the upcoming cycle, faculty will reevaluate what course is the best replacement for this measure.</p>					

Of note, HSTM has been transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey have improved since AY 2022-2023 and should continue to improve as circulation of the new instrument increases. However, faculty feel as though the data presented is representative of the majority of student perceptions.

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
SLO 1: Students will demonstrate core curricular and specialized content knowledge.					
HSTM 8860 Dissertation Pass with P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 1: 90% of doctoral candidates will successfully defend their dissertation</i>	7	7	100%	3
Comprehensive Exams Pass with P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 2: 90% of students will successfully pass their comprehensive exams</i>	6	6	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3: Majority (51% or greater) of reporting graduates/alumni will report demonstration of core curricular knowledge</i>	7	7	100%	3
SLO 2: Students will identify essential teaching strategies for success in the sport management education environment.					
HSTM 8860 Dissertation Pass with P-F Committee Form <i>(Direct Measure)</i>	<i>Measure 1: 90% of doctoral candidates will successfully defend their dissertation</i>	7	7	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	7	7	100%	3
SLO 3: <i>Students will display proficiency through applied theoretical frameworks, to include controversial sport issues, evidenced through written work and presentations.</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	7	7	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	2	2	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report proficiency in theoretical frameworks	7	7	100%	3
SLO 4: <i>Students will be able to effectively interpret sport management research.</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	7	7	100%	3
HSTM 8810 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will score 80% or higher on the HSTM 8810 major project	5	6	83%	1
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report ability to effectively interpret sport management research	7	7	100%	3

SLO 5: Students will analyze and apply sport management principles, approaches and rationales to current sport management cases.					
HSTM 8860 Dissertation Pass with P-F Committee Form (Direct Measure)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	7	7	100%	3
HSTM 8816 Major Project (Direct Measure)	Measure 2: 90% of students will score 80% or higher on the HSTM 8816 major project	2	2	100%	3
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will report ability to analyze and apply sport management principles	7	7	100%	3
SLO 6: Students will organize and plan programs of service designed to meet local, state, regional, national and/or international needs.					
HSTM 8860 Dissertation Pass with P-F Committee Form (Direct Measure)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	7	7	100%	3
HSTM 8812 Major Project (Direct Measure)	Measure 2: 90% of students will score 80% or higher on the HSTM 8812 major project	9	9	110%	3
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will report ability to organize and plan programs	7	7	100%	3
SLO 7: Students will prepare research within the field of sport management for presentation and publication.					
HSTM 8860 Dissertation Pass with P-F Committee Form (Direct Measure)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	7	7	100%	3

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	0	0	0%	4
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	7	7	100%	3

****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 have not been impacted over the last several year. Additionally, faculty continue to be 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, several Ph.D. students were award research grants during the assessment cycle (COSMA[2], NCAA).

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. SM 8805 was not taught during the assessment period, so no data exists. However, additional measures in SLO 7 provide sufficient evidence that students are successfully meeting the outcome.

Of note, HSTM has been transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey have improved since AY 2022-2023 and should continue to improve as circulation of the new instrument increases. However, faculty feel as though the data presented is representative of the majority of student perceptions.

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, Kennesaw State University, Georgia College, University of Nebraska-Kearney, 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: 2024 # of Graduates: 78 Graduation Rate: Not assessed
2. Average Time to Degree: 4-Year Degree: _____ 5-year Degree X _____
3. Annual Transfer Activity (into Program): Year: 2024
of Transfers: Apprx 15-20 Transfer Rate: _____
4. Graduates Entering Graduate School: Year: 2024
of Graduates: Apprx 15-20 # Entering Graduate School: _____
5. Job Placement (if appropriate): Year: 2024
of Graduates: _____ # Employed: Apprx 70% are working in the field upon graduation