

An Exploratory Analysis on the Need for Standardized Exit Exams for Sport Management Undergraduate Students

Christina L. L. Martin, Troy University

Ashley K. Gibson, Southeastern Louisiana University

Robert P. Mathner, Troy University

Fred Green, Troy University

Laura L. Miller, California University of Pennsylvania

Teaching

Abstract 2009-216

May 30, 2009

3:00 PM

Poster

(Lexington/Carolina Prefunction)

The purpose of this study was to examine if a need exists for required standardized exit exams for Sport Management undergraduate students. The secondary purpose of this study was to garner data that reflects current assessments being used in undergraduate Sport Management programs. Program coordinators of approximately 200 undergraduate Sport Management programs were asked to complete an electronic survey which was developed by the researchers. Survey items were designed to ascertain if the Sport Management program coordinators felt such testing measures would enhance their programs by: 1) ensuring students are achieving a basic understanding of areas deemed important by Sport Management academia and practitioners and 2) serving as an evaluation tool of Sport Management programs.

Many Sport Management programs function to teach their students principles, rather than standards, that will transfer into practical sport business settings (Commission on Sport Management Accreditation [COSMA] Accreditation Process Manual, 2008). Additionally many programs strive to provide experiential education opportunities contributing to the marketability of their students upon graduation (Pauline & Pauline, 2008). This type of outcomes-based education is critical in Sport Management programs, especially given the COSMA accreditation guidelines. However, because of this educational focus, it has not been deemed necessary to focus exit requirements on standards which may or may not be an effective measure for student achievement in the area of Sport Management (COSMA Accreditation Process Manual, 2008). In an effort to add value to and strengthen Sport Management programs nationwide, the addition of a standardized component should at least be considered. If a need for standardized tests, as decided by academics in the field, does exist, then this addition could serve as a valuable tool in the assessment as well as enhancement of quality Sport Management education.