

**PORTFOLIO PROJECT  
MAED IN SPORT ADMINISTRATION**

Please find attached sport management standards that you may have met during your time in the Wingate University MAED masters program for Sport Administration. Therefore, we will use these for guidelines as you develop your portfolio.

Products (assignments/projects) that you have completed in your program that might serve as evidence for completing each of the individual topical areas (you can use a product for more than one standard).

The format for your portfolio will be as follows:

1. List the standard
2. Complete a 2 page narrative describing how you feel each individual standard was met in your classes (describe projects, class discussions, etc)
3. Include at least 2 products to serve as evidence
4. The portfolios will be due two weeks prior to graduation.

The curriculum is evaluated on an “outcomes-based” assessment. The sport management student who graduates from an accredited program is expected to be professionally competent in the following key Common Professional Component (CPC) topical areas:

- A. Social, psychological and international foundations of sport
  - a. Socio-Cultural: Students will understand by describing how sport is a microcosm of society influenced by cultural traditions, social values, and psychosocial experiences—and that sport managers are immersed in the socio-cultural milieu with sport as the focus. As well as understand the international cultures significance.
- B. Management, Leadership and Ethics in sport management.
  - a. Students will understand concepts of management and leadership by describing the various skills, roles, and functions of sport managers—and concepts of leadership theory/practices related to sport managerial responsibilities. Students will analyze ethical and moral issues related to sport. Students will understand the various agencies that govern sport and identify their authority, organizational structure, and functions.
- C. Sport marketing
  - a. Students will apply fundamental marketing concepts to the sport industry—and understand the unique product and consumer markets.
- D. Communication
  - a. Students will understand the principles of interpersonal and mass communication—and understand interaction with internal and external sport publics.
- E. Finance/Accounting/Economics

- a. Students will understand budget/finance/economics as critical components of all sport industries—and analyze financial control methods and principles and understand sport economic principles as they fit into national economy.
  - i. Principles of sport finance
  - ii. Accounting
  - iii. Economics of sport
- F. Legal aspects of sport
  - a. Students will understand legal concepts in areas that they are most likely to encounter within the sport management environment.
  - b. Students will understand the various agencies that govern sport and identify their authority, organizational structure and functions.
  - c. Students will understand the importance of international sport from a historical, cultural and employment perspective.
- G. Integrative Experiences
  - a. Students may engage in a field experience integrating key learning concepts with the experience. In addition, students will demonstrate their knowledge through the development of a sport administration portfolio reflecting on and synthesizing content knowledge with selected learning outcomes. Finally, students will plan and conduct a capstone project with an outside agency.
    - i. Strategic Management/Policy
    - ii. Internship
    - iii. Capstone experience (an experience that enables a student to demonstrate the capacity to synthesize and apply knowledge, such as a thesis, project, comprehensive examination or course, etc.) (NASPE/NASSM, 2007, p.14)

## MAED 625: SPORT ADMINISTRATION PORTFOLIO RUBRIC

	4	3	2	1
<b><i>I. Content/Organization</i></b>  Score ____	Portfolio is complete containing all required standards and neatly organized. A reader can easily find materials.	Portfolio is nearly complete containing the majority of required standards Portfolio is well organized. A Reader has little difficulty finding materials.	Portfolio is partially complete containing several of the required standards Portfolio is fairly well organized. A reader has difficulty finding materials.	Portfolio is in-complete containing a few of the required standards Portfolio shows some attempt at organization. A reader has difficulty finding materials.
<b><i>II. Choice Of Documentation</i></b>  Score ____	All document samples (2) for each topical area show student is highly competent and knowledgeable of sport management/ administration CPC topical areas.	Most document samples show student is competent and knowledgeable of sport management/ administration CPC topical areas	Several document samples show student is somewhat competent and knowledgeable of sport management/ administration CPC topical areas	Random selection of document samples does not show student competency and knowledge of CPC topical areas in sport management /administration.
<b><i>III. Personal Reflection of Standards</i></b>  Score ____	All Reflections include personal reactions that are descriptive and insightful and relate to the stated CPC topical area	Most of the Reflections include personal reactions that are descriptive and insightful and relate to the stated CPC topical area	Some of the Reflections include personal reactions that are descriptive and insightful and relate to the stated CPC topical area	Few of the Reflections include personal reactions that are descriptive and insightful and relate to the stated CPC topical area.
Total Score ____ (12 points are possible: 70% or 8.5 points are required to pass) (Recommend three readers with two required)				

Student: \_\_\_\_\_

Reader: \_\_\_\_\_