

Neumann University Program Assessment Plan

Program Name: MS Sport Business (Masters)

School: Business

Submitted by: Julie Lanzillo (9/23/2021)

3-Year Cycle Span: AY 21/22 – 23/24

Student Learning Outcome Upon successful completion of the <u>Sport Business Master's</u> program, the student will:	LO 1 Demonstrate professional, skilled oral and written communication skills. Bloom: Apply	LO 2 Appraise Sport Business scenarios and recommend appropriate actions using critical thinking and decision-making skills Bloom: Analyze & Evaluate	LO 3 Examine and develop professional leadership competencies related to Sport Business. Bloom: Analyze & Apply	LO 4 Recognize and apply the Neumann RISES values in the area of Sport Business. Bloom: Apply	LO 5 Demonstrate mastery of specialized skills within the Sport Business arena. Bloom: Apply
Core Learning Outcome(s):	N/A – Neumann does not have graduate Core Learning outcomes	N/A – Neumann does not have graduate Core Learning outcomes	N/A – Neumann does not have graduate Core Learning outcomes	N/A – Neumann does not have graduate Core Learning outcomes	N/A – Neumann does not have graduate Core Learning outcomes
Related IDEA Objective(s):	SB 510: 8 (E) SB 590: 8 (E)	SB 510: 3 (I) SB 530: 3 (I) SB 540: 3 (E) SB 550: 3 (E) SB 560: 3 (I) SB 570: 3 (E) SB 580: 3 (E)	SB 510: 4 (I), 10 (E)	SB 510: 10 (E) SB 550: 10 (I)	SB 510: 4 (I) SB 530: 4 (I) SB 540: 4 (I) SB 560: 4 (E) SB 570: 4 (E) SB 580: 4 (I)
Course Mapping:	Formative: SB 510, SB 550, SB 590 Summative: SB 600	Formative: SB 520, SB 530 Summative: SB 600	Formative: SB 510, SB 540, SB 580 Summative: SB 600	Formative: SB 510, SB 520 Summative: SB 600	Formative: SB 550, SB 560, SB 570, SB 590 Summative: SB 600
Academic Year for Assessment:	2021-2022	2022-2023	2022-2023	2023-2024	2023-2024
Formative Assessment	SB 510: 90% of students will score at the “Above Average” or “Exemplary” level on the Leadership Paper Rubric in the following categories: Topic & Content, Integration of Knowledge and Spelling & Grammar	SB 520: 90% of students score Sufficient or better on the SB 520 Final Paper Rubric - Evidence & Practice Item per 2 Raters SB 530: 90% of students score Proficient or better on “Actionable Insights” item on SB 530 Final Project Rubric per 2 Raters	SB 510: 90% of students score “Above Average” or “Exemplary” on the “SB 510 Leadership Position paper” per 2 Raters in the following categories: Topic & Content, Integration of Knowledge	SB 510: 90% of students score “Above Average” or “Exemplary” in on the “SB 510 Leadership Position paper” per 2 Raters in the following category: NU Rises Values	SB 550: 90% of students score 4 or higher on Final Risk Assessment Rubric – Legal Risks and Assessments Item per 2 Raters SB 560: 90% of students score “well done” or better on SB 560 Social Media Strategy Assignment Rubric (all items overall) per 2 Raters

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Formative Assessment <i>(Continued)</i>	SB 550: 90% of students will score 4 or higher on Final Risk Assessment Project Presentation rubric in the following categories: Language & Delivery SB 590: 90% of students will score 4 or higher on Big Idea Presentation rubric in the following categories: Language & Delivery		SB 540: 90% of students score “good or high proficiency” on Case Study Assignment Rubric for Final Case Study Assignment on “Documentation and Evidence” Item SB 580: 90% of students will score a 2.0 or higher on Final Event Project Checklist (all categories) per 2 Raters	SB 520: 90% of students score Sufficient or better on the SB 520 Final Paper Rubric - Connection to NU Values of RISES per 2 Raters	SB 570: 90% of students score 4 or better on Partnership Activation Project Rubric in the following categories: Sales Pitch & Plan, Marketing Plan, Financial & Event Activation Sections SB 590: 90% of students will score 4 or higher on Big Idea Paper rubric: Vision Item
Summative Assessment	SB 600: 90% of students will score 4 or higher on Final SB 600 reflection paper rubric (This Directed Study Course is offered in each mini term and will be assessed for each submission, throughout the academic year and in each Assessment Year)				
Indirect Evidence:	Student ratings of relevant objectives will be at or above the IDEA norm (GT or = 44).	Student ratings of relevant objectives will be at or above the IDEA norm (GT or = 44).	Student ratings of relevant objectives will be at or above the IDEA norm (GT or = 44).	Student ratings of relevant objectives will be at or above the IDEA norm (GT or = 44).	Student ratings of relevant objectives will be at or above the IDEA norm (GT or = 44).

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Sport Business Master's Program Course List and Corresponding Assessments

	SB 510 Leadership and Sport Org Behavior	SB 520 Financial Mgt in Sport Business	SB 530 Sport Business Analytics	SB 540 Revenue Strategies and Pricing in Sport	SB 550 Legal and Regulatory Issues in SB	SB 560 Digital Media, Comm and PR in SB	SB 570 Partnership Activation	SB 580 Event & Facility MGT in SB	SB 590 Current Topics	SB 600 Final Capstone Project
LO	1, 3, 4	2, 4	2	3	1, 5	5	5	3	1	all
Formative	Leadership Position Paper	Final Paper - investment analysis (Evidence in Practice line item)	Sport Bus Analytics Final Project (Actionable Insights line item)	Revenue Enhancement Case Study (Documentati on and evidence line item)	Final Risk Assessment Project Presentation	Social Media Strategy Written Project	Partnership Business Activation: Business Plan Project	Event Planning Paper (Checklist)	The Big Idea Paper and Presentation	NA
Summative	NA	NA	NA	NA	NA	NA	NA	NA	NA	Immersion Experience and Reflection Paper Or Consulting Project and Reflection Paper
Indirect	IDEA 10 (E) 3, 4 & 8 (I)	IDEA 1 (E) 2, 9 & 13 (I)	IDEA 13 (E) 1, 3 & 4 (I)	IDEA 3 & 13 (E) 4, & 9 (I)	IDEA 1 & 3 (E) 10 & 12 (I)	IDEA 4 (E) 1 & 3 (I)	IDEA 3 & 4 (E) 2 & 9 (I)	IDEA 3 (E) 4, 9 & 12 (I)	8 (E) 11 (I)	N/A