

Neumann University Program Assessment Plan:

Program: Sport Management

3-Year Cycle Span: AY 20/21 to 22/23

School: Business

Submitted by: Julie Lanzillo

Student Learning Outcome Upon successful completion of the Sport Management Program, the student will earn a BA degree and will:	LO 1 Describe the key concepts, trends and industry organizations as a foundational knowledge base within the field of sport management. Bloom: Know	LO 2 Demonstrate effective communication skills through oral and written techniques. Bloom: Apply	LO 3 Recognize and apply an understanding of diverse perspectives in conjunction with Neumann RISES values in the area of sport management. Bloom: Apply	LO 4 Demonstrate the practices of decision-making and teamwork in order to thrive in the competitive, diverse sport management marketplace. Bloom: Apply	LO 5 Analyze situations and issues faced by sport industry professionals using critical thinking and problem solving skills. Bloom: Analyze
Core Learning Outcome(s):	Comprehension	Communication	Compassion and Conscience	Conscience and Compassion	Comprehension
Related IDEA objective(s):	SM 101: 1 & 8 (E); 4 & 5 (I) SM 227: 4 & 5 (E); 1 & 3 (I) SM 390: 4 & 6 (E); 9 & 13 (I)	SM 101: 1 & 8 (E); 4 & 5 (I) SM 221: 1 & 9 (E); 4 & 5 (I) SM 390: 4 & 6 (E); 9 & 13 (I) SM 420: 8 & 9 (E); 4 & 5 (I)	SM 101: 1 & 8 (E); 4 & 5 (I) SM 460: 4, 5 & 11 (E); 9 & 10 (I)	SM 101: 1 & 8 (E); 4 & 5 (I) SM 221: 1 & 9 (E); 4 & 5 (I) SM 460: 4, 5 & 11 (E); 9 & 10 (I)	SM 305: 3 & 8 (E); 4 & 10 (I) SM 345: 3 & 13 (E); 1 & 9 (I) SM 460: 4, 5 & 11 (E); 9 & 10 (I)
Course Mapping:	Formative: SM 101, 227 Summative: SM 390	Formative: SM 101 (O), 221 (W) Summative: SM 390 (W), 420 (W/O)	Formative: SM 101 Summative: SM 460	Formative: SM 101, 221 Summative: SM 460	Formative: SM 305 Summative: SM 345, 460
Academic Year for Assessment:	AY 20/21	AY 21/22	AY 21/22	AY 22/23	AY 22/23
Formative Assessment	SM 101 Sports Business Breakdown Individual Paper: 75% of students will score 3 or higher in the content category (by 2 faculty raters) on the Sport Management <u>SM 101 SBB Individual Paper Rubric</u>	SM 101 Final Informational Interview Presentation: 75% of students will score a 75/100 or higher (by 2 faculty raters) on the <u>SM 101 Presentation Rubric</u>	SM 101 Final Reflection Paper: 80% of students will score 3 or higher on the Diversity category (by 2 faculty raters) on the <u>SM 101 Reflection Paper Rubric</u>	SM 101 Group Project Peer Review: 75% of students will score a 3 or higher in all categories (as rated by their peers) on the <u>SM 101 Group Project Peer Review Rubric</u> .	SM 305: Sport Controversy (Individual Presentation) 75% of students will score a 3 or higher on “content” and “inclusion of information” categories (by 2 faculty raters) on the <u>SM 305 Sport Controversy Presentation Rubric</u>

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<p>Formative Assessment (continued)</p>	<p>SM 227: Mid Term Sales Challenge 75% of students will score 4 or higher (by 2 faculty raters) on the <u>Mid Term Sales Challenge Rubric</u>: Use of Sales Promotions & Techniques category</p>	<p>SM 221: Final Game day Writeup: 70% of students will score 80 or better (by 2 faculty raters) on the <u>Game Day Write Up Rubric</u> (Final submission)</p>		<p>SM 221 Final Event Project: 80% of students will score a 3 or better in all categories (as rated by their peers) on the <u>SM 221 FINAL PEER REVIEW ASSESSMENT</u></p>	
<p>Summative Assessment</p>	<p>SM 390: Final Digital Campaign Project: 75% of students will score 3 or higher on content/campaign (by 2 faculty raters) on the <u>Final Digital Campaign Project Rubric</u></p>	<p>SM 390 Class Reflection Paper: 80% of students will score a 3 or higher on organization & content categories (by 2 faculty raters) on the <u>Class Reflection Paper Rubric</u></p> <p>SM 420 Group Marketing Oral Presentation: 90% of students will score a 3 or higher on all categories (by 2 faculty raters) on the <u>Marketing Plan Presentation Rubric</u></p> <p>SM 420 Thinking Deeply & Writing Concisely Paper: 90% of students will score a 4 or higher (by 2 faculty raters) in all categories on the <u>Thinking Deeply, Writing Concisely Rubric</u> for the final paper</p>	<p>SM 460 Senior Seminar Capstone Transformation Paper: 80% of students will score 4 or better (by 2 faculty raters) on the <u>Transformation Paper Rubric: Incorporation of RISES values category</u></p>	<p>SM 460 Senior Seminar Final Peer Review: 80% of students will score a 4 or better in all categories (as rated by their peers) on the <u>FINAL PEER REVIEW ASSESSMENT</u></p>	<p>SM 345 FINAL Case Study Assignment: 80% of students will score Good or Excellent (by 2 faculty raters) on the <u>Case Study Rubric</u>.</p> <p>SM 460 Senior Seminar Project: 80% of students will score a 4 or higher (as rated by their peers) on the <u>FINAL PEER REVIEW ASSESSMENT</u></p>

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<p>Indirect Evidence:</p>	<p>In courses where objectives are noted as Essential or Important, at least 70% of students will rate themselves as 3 or higher.</p>	<p>In courses where objectives are noted as Essential or Important, at least 80% of students will rate themselves as 3 or higher.</p> <p>BUS 394/494: <u>Site Supervisor Evaluation: Listening and Oral Communication Skills</u></p> <p>80% of students will score 4 or 5 on relevant questions on Site Supervisor Evaluation</p>	<p>In courses where objectives are noted as Essential or Important, at least 80% of students will rate themselves as 3 or higher.</p> <p>BUS 394/494: <u>Site Supervisor Evaluation: Character Attributes</u></p> <p>80% of students will score 4 or 5 on relevant questions on Site Supervisor Evaluation</p>	<p>In courses where objectives are noted as Essential or Important, at least 80% of students will rate themselves 3 or higher.</p>	<p>In courses where objectives are noted as Essential or Important, at least 80% of students will rate themselves as 3 or higher.</p> <p>BUS 394/494: <u>Site Supervisor Evaluation: Creative Thinking and Problem Solving Skills</u></p> <p>80% of students will score 4 or 5 on relevant questions on Site Supervisor Evaluation</p>

Sport Management Course List and Corresponding Assessments

	SM 101: Introduction to Sport Management	SM 221: Facilities/Event Management	SM 227: Sport Sales	SM 305: Sport Policy, Governance and Legal Issues	SM 345: Sport Finance and Economic Issues	SM 390: Digital Media, Communications & PR in Sports	SM 420: Sport Marketing and Promotions	SM 460: Sport Management Seminar	BUS 394/494: Internship Site Supervisor Evaluations
Formative	LO 1: SM 101 Sports Business Breakdown Individual Paper: LO 2: SM 101 Final Informational Interview Presentation LO3: SM 101 Final Reflection Paper LO4: SM 101 Group Project Peer Review	LO2: SM 221: Final Game day Writeup LO4: SM 221 Final Event Project	LO 1: SM 227: Mid Term Sales Challenge	LO 5: SM 305: Sport Controversy (Individual Presentation)	NA	NA	NA	NA	NA
Summative	NA	NA	NA	NA	LO 5: SM 345 FINAL Case Study Assignment	LO1: SM 390: Final Digital Campaign Project: LO2: SM 390 Class Reflection Paper	LO2: SM 420 Group Marketing Oral Presentation LO2: SM 420 Thinking Deeply & Writing Concisely Paper	LO3: SM 460 Senior Seminar Capstone Transformation Paper LO4: SM 460 Senior Seminar Final Peer Review LO5: SM 460 Senior Seminar Project	LO 2, 3, 4 and 5: Site Supervisor Evaluation

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Indirect	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA BUS 394/494: <u>Site Supervisor Evaluation: Character Attributes;</u> <u>Site Supervisor Evaluation: Listening and Oral Communication Skills;</u> <u>Site Supervisor Evaluation: Creative Thinking and Problem Solving Skills</u>