

**Neumann University Program Assessment Plan:**

**Program: Sport Management**

**3-Year Cycle Span: AY 17/18 to 19/20**

**Division: BIM**

**Submitted by: Julie Lanzillo**

<p><b>Student Learning Outcome</b> Upon successful completion of the Sport Management Program, the student will earn a BA degree and will:</p>	<p><b>LO 1</b> Describe the key concepts, trends and industry organizations as a foundational knowledge base within the field of sport management. <b>Bloom: Know</b></p>	<p><b>LO 2</b> Demonstrate effective communication skills through oral and written techniques. <b>Bloom: Apply</b></p>	<p><b>LO 3</b> Recognize and apply the Neumann RISES values in the area of sport management. <b>Bloom: Apply</b></p>	<p><b>LO 4</b> Demonstrate the practices of decision-making and teamwork in order to thrive in the competitive, diverse sport management marketplace. <b>Bloom: Synthesize</b></p>	<p><b>LO 5</b> Analyze situations and issues faced by sport industry professionals using critical thinking and problem solving skills. <b>Bloom: Analyze</b></p>
<p><b>Core Learning Outcome(s):</b></p>	<p>Comprehension</p>	<p>Communication</p>	<p>Compassion and Conscience</p>	<p>Conscience and Compassion</p>	<p>Comprehension</p>
<p><b>Related IDEA objective(s):</b></p>	<p>SM 101: 1 &amp; 8 (E); 4 &amp; 5 (I) SM 221: 1 &amp; 9 (E); 4 &amp; 5 (I) SM 305: 3 &amp; 8 (E); 4 &amp; 10 (I) SM 420: 8 &amp; 9 (E); 4 &amp; 5 (I) SM 460: 4, 5 &amp; 11 (E); 9 &amp; 10 (I)</p>	<p>SM 101: 1 &amp; 8 (E); 4 &amp; 5 (I) SM 305: 3 &amp; 8 (E); 4 &amp; 10 (I) SM 420: 8 &amp; 9 (E); 4 &amp; 5 (I)</p>	<p>SM 101: 1 &amp; 8 (E); 4 &amp; 5 (I) SM 460: 4, 5 &amp; 11 (E); 9 &amp; 10 (I)</p>	<p>SM 227: 4 &amp; 5 (E); 1 &amp; 3 (I) SM 460: 4, 5 &amp; 11 (E); 9 &amp; 10 (I)</p>	<p>SM 345: 3 &amp; 13 (E) SM 345: 1 &amp; 9 (I)</p>
<p><b>Course Mapping:</b></p>	<p>Formative: SM 101, 221, 305  Summative: SM 420, 460</p>	<p>Formative: SM 101, 305  Summative: SM 420</p>	<p>Formative: SM 101  Summative: SM 460</p>	<p>Formative: SM 227  Summative: SM 460</p>	<p>Formative: SM 101, 221  Summative: SM 345, 460</p>
<p><b>Academic Year for Assessment:</b></p>	<p align="center"><b>AY 17/18</b></p>	<p align="center"><b>AY 17/18</b></p>	<p align="center"><b>AY 18/19</b></p>	<p align="center"><b>AY 18/19</b></p>	<p align="center"><b>AY 19/20</b></p>

<p><b>Student Learning Outcome</b> Upon successful completion of the Sport Management Program, the student will earn a BA degree and will:</p>	<p><b>LO 1</b> Describe the key concepts, trends and industry organizations as a foundational knowledge base within the field of sport management. <b>Bloom: Know</b></p>	<p><b>LO 2</b> Demonstrate effective communication skills through oral and written techniques.  <b>Bloom: Apply</b></p>	<p><b>LO 3</b> Recognize and apply the Neumann RISES values in the area of sport management.  <b>Bloom: Apply</b></p>	<p><b>LO 4</b> Demonstrate the practices of decision-making and teamwork in order to thrive in the competitive, diverse sport management marketplace. <b>Bloom: Synthesize</b></p>	<p><b>LO 5</b> Analyze situations and issues faced by sport industry professionals using critical thinking and problem solving skills.  <b>Bloom: Analyze</b></p>
<p><b>Formative Assessment</b></p>	<p><b>SM 101 Current Event Paper:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Sport Management <u>Content Relevant Rubric</u></p> <p><b>SM 221: Event Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Sport Management <u>Content Relevant Rubric</u></p> <p><b>SM 305: Sport Controversy Presentation:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the <u>Content Relevant Rubric</u></p>	<p><b>SM 101 Informational Interview Presentation:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>SM Presentation Rubric</u></p> <p><b>SM 101 Final Reflection Paper:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>SM 101 Written Paper Rubric</u></p> <p><b>SM 305: Sport Controversy Presentation:</b> 70% of students will score 3 or higher (by 2 faculty raters) on the <u>SM Presentation Rubric</u></p>	<p><b>SM 101 Final Reflection Paper:</b> 70% of students will score 50% or higher (by 2 faculty raters) on the <u>Self-Reflection Rubric</u> and <u>RISES value checklist</u></p>	<p><b>SM 101 Group Project:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Teamwork Rubric</u>.</p> <p><b>SM 227 Final Sales Project:</b> 70% of students will score at least a 2 (by 2 faculty raters) on the <u>Teamwork Rubric</u>.</p>	<p><b>SM 101 Group Project:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Problem Solving Rubric</u>.</p> <p><b>SM 221 Event Project:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Problem Solving Rubric</u>.</p>

<p><b>Student Learning Outcome</b> Upon successful completion of the Sport Management Program, the student will earn a BA degree and will:</p>	<p><b>LO 1</b> Describe the key concepts, trends and industry organizations as a foundational knowledge base within the field of sport management. <b>Bloom: Know</b></p>	<p><b>LO 2</b> Demonstrate effective communication skills through oral and written techniques. <b>Bloom: Apply</b></p>	<p><b>LO 3</b> Recognize and apply the Neumann RISES values in the area of sport management. <b>Bloom: Apply</b></p>	<p><b>LO 4</b> Demonstrate the practices of decision-making and teamwork in order to thrive in the competitive, diverse sport management marketplace. <b>Bloom: Synthesize</b></p>	<p><b>LO 5</b> Analyze situations and issues faced by sport industry professionals using critical thinking and problem solving skills. <b>Bloom: Analyze</b></p>
<p><b>Summative Assessment</b></p>	<p><b>SM 420 Group Marketing Oral Presentation:</b> 80% of students will score 80% or higher (by 2 faculty raters) on the <u>Content Relevant Rubric</u>.</p> <p><b>SM 460 Senior Seminar Capstone Transformation Paper:</b> 80% of students will score 80% or higher (by 2 faculty raters) on the <u>Content Relevant Rubric</u>.</p>	<p><b>SM 420 Group Marketing Oral Presentation:</b> 80% of students will score as 3 or higher (by 2 faculty raters) on the <u>SM Presentation Rubric</u></p> <p><b>SM 420 Thinking Deeply &amp; Writing Concisely Paper:</b> 80% of students will score as 4 or higher (by 2 faculty raters) on the <u>Thinking Deeply, Writing Concisely Rubric</u></p>	<p><b>SM 460 Senior Seminar Capstone Transformation Paper:</b> 80% of students will score 80% or better (by 2 faculty raters) on the <u>RISES value checklist</u> relative to Corporate Social Responsibility)</p>	<p><b>SM 460 Senior Seminar Capstone Transformation Paper:</b> 80% of students will score a 3 or better (by 2 faculty raters) on the <u>Teamwork Rubric</u>.</p>	<p><b>SM 345 Case Study Assignment:</b> 80% of students will score Good or Excellent (by 2 faculty raters) on the <u>Case Study Rubric</u>.</p> <p><b>SM 460 Senior Seminar Project:</b> 80% of students will score a 3 or higher (by 2 faculty raters) on the <u>Problem Solving Rubric</u>.</p>
<p><b>Indirect Evidence:</b></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 70% 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 70% of students will rate themselves as 3 or higher..</p> <p>BUS 394/494: <u>Site Supervisor Evaluation: Character Attributes</u> 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 70% of students will rate themselves 3 or higher.</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>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**

	<b>SM 101: Introduction to Sport Management</b>	<b>SM 221: Facilities/Event Management</b>	<b>SM 227: Sport Sales</b>	<b>SM 305: Sport Policy, Governance and Legal Issues</b>	<b>SM 345: Sport Finance and Economic Issues</b>	<b>SM 420: Sport Marketing and Promotions</b>	<b>SM 460: Sport Management Seminar</b>	<b>BUS 394/494: Internship Site Supervisor Evaluations</b>
<b>Formative</b>	LO 1: Current Event Paper  LO 2: Informational Interview Presentation	LO 5: Event Project	LO 4: Final Sales Project	LO 1 and 2: Sport Controversy Presentation	NA	NA	NA	NA
<b>Summative</b>	NA	NA	NA	NA	LO 5: Case Study Assignment	LO 1 and 2: Thinking Deeply & Writing Concisely Paper and Group Marketing Oral Presentation	LO 1, 3, 4 and 5: Capstone Paper	LO 2, 3, 4 and 5: Site Supervisor Evaluation
<b>Indirect</b>	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>