# Degree Program Assessment Plan

## Degree Program - AS - Sport Management (BS)

**CIP Code:** 31.0504.0016  
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## Student Learning Outcome: Sport Management BS 1

Demonstrate critical thinking skills when analyzing current and proposed sport management practices.  
**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 08/24/2015

### Assessment Methods

- **Criterion:** 70% of students will improve their scores from pre-test to post-test.  
  Pre-test to be administered in all sections of SPMT 1302 and post-test administered (by SPMT faculty) to all graduating seniors in their final semester of enrollment.  
  **Related Documents:**  
  - [BS in Sports Management Benchmark 1.1 Rubric.docx](#)

- **Criterion:** 70% of students will score 70% or above.  
  SPMT 4356 using a scoring rubric of three written research papers  
  SPMT 4374 through four written assignments

- **Criterion:** 70% of students will score 70% or above  
  SPMT 4353 using scoring rubric of community service activity  
  In SPMT 4357, students were assessed based on a research essay where they critically evaluated a sport phenomenon from an economics and/or finance perspective. Students were required to use economic and financial theory and data to critically discuss a problem that is important for sport managers.

## Student Learning Outcome: Sport Management BS 2

Write and speak clearly and effectively within sport management settings.  
**Outcome Status:** Active
Degree Program - AS - Sport Management (BS)

Outcome Type: Student Learning
Start Date: 08/24/2015

Assessment Methods

Students will exhibit effective listening and speaking skills on class discussions and individual and team projects (Active)
Criterion: 70% of students will score 70% or above on the assessment rubric
Related Documents:
BS in Sports Management Benchmark 2.1 Rubric.docx

Students will exhibit effective written communication skills on the specific capstone scoring rubric for the written assignment, case study analysis, reflective journals, or discussion board responses (Active)
Criterion: 70% of students will score 70% or above
Related Documents:
BS in Sports Management Benchmark 2.2 Rubric.docx

Students will exhibit effective communication skills (both written and verbal) in non-traditional platforms, such as social media. (Active)
Criterion: 70% of students will score 70% or above
SPMT 4374 using scoring rubric of country sport profile project and presentation
SPMT 3374 using scoring rubric of written assignment and/or presentation

Student Learning Outcome: Sport Management BS 3

Demonstrate ability to use new media and existing technologies in sport management practice and settings.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/24/2015

Assessment Methods

Students will demonstrate an understanding of how to incorporate multiple technologies. (Active)
Criterion: 70% of students will score 70% or above on the assessment rubric
SPMT 3374 using scoring rubric of written assignment and/or presentation
Related Documents:
BS in Sports Management Benchmark 3.1 Rubric.docx

Students will be able to apply multiple technologies on their chosen capstone course assignment. (Active)
Criterion: 70% of students will score 70% or above on the assessment rubric
SPMT 4357 through knowledge about and application of financial knowledge through a computer generated financial report

Students will demonstrate and understand new media and best practices for new media use by sport management professionals. (Active)
Criterion: 70% of students will score 70% or above
SPMT 3373 using scoring rubric of sport event analysis