

Assessment: Assessment Plan

Degree Program - AS - Sport Management (BS)

CIP Code: 31.0504.00

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Modality: Face-to-Face

Student Learning Outcome: Sport Management BS 1

Demonstrate critical thinking skills when analyzing sport management issues and best practices.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Additional Assessment Component: Communication Literacy

Assessment Methods

Students will demonstrate knowledge and critical thinking skills, and abilities to make application in the field of sport management. (Active)

Criterion: 70% of students demonstrate critical thinking skills when analyzing sport management issues and best practices. In SPMT 4353, students are assessed based on a research essay where they critically evaluated a sport phenomenon using a social and cultural theory. Students are required to use course concepts and readings and peer-reviewed journal articles to support their argument.

Related Documents:

[Previous and no longer used BS in Sport Management Benchmark 1.1 Questions.docx](#)

Students will demonstrate critical thinking when analyzing current and proposed sport management practices. (Active)

Criterion: 70% of students will score 70% or above.

In SPMT 4356 students' critical thinking abilities were assessed using a group project that required the students to analyze survey data and propose marketing solutions based on the findings. This meant formulating a report that addressed the following three areas: (1) ability of data analysis; (2) ability to interpret the findings; and (3) ability to develop creative action recommendations.

Related Documents:

[BS in Sport Management Benchmark 1.2 4356.docx](#)

Students will demonstrate critical thinking skills by making applications in sport management situations. (Active)

Criterion: 70% of students will score 70% or above

In SPMT 4357 in-depth homework assignments require students to analyze and interpret financial data, statistics, and best practices in order to make real-world applications that are suitable for sport managers in financial and economic settings.

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Related Documents:

[BS in Sport Management Benchmark 1.3 4357.docx](#)

Student Learning Outcome: Sport Management BS 2

Write and speak clearly and effectively within sport management settings.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Additional Assessment Component: Communication Literacy

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

Among the numerous assignments for SPMT 4359, student learning was assessed using a final semester project of a legal issues presentation. For this project, students were to develop an oral presentation regarding a sport legal case of their choice. Students had to present their findings to their fellow classmates & the Instructor using their understanding of the case facts, court findings, future implications for sport, and application of legal concepts that we discussed throughout the semester. Also, among the numerous assignments for SPMT 4359, student learning was assessed using a case study focusing on contract law issues in sport. For this case study, students were to research previous or current cases involving contract law and analyze the findings of a specific sport case. Students had to provide a written assignment based on these findings.

Related Documents:

[Previous and no longer used BS in Sport Management Benchmark 2.1 3373.docx](#)

(CL) 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

In SPMT 4353--Students graduating from TTU should be able to demonstrate awareness and knowledge of distinctive cultures or subcultures, including but not limited to ethnicity, race, gender, class, political systems, religions, sexual orientation, languages, or human geography.

Related Documents:

[Previous and no longer used BS in Sport Management Benchmark 2.2 4353.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

Among the numerous writing assignments for SPMT 3375, student learning was assessed using a final semester project. For the semester project, students were required to demonstrate an understanding of the human resource/personnel management planning process and communication of that process by developing and presenting a Human Resource Manual for a sport organization of their choice.

Related Documents:

[BS in Sport Management Benchmark 2.3 3374.docx](#)

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

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Start Date: 08/24/2015

Additional Assessment Component: Communication Literacy

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

Among the numerous assignments for SPMT 3375 using technology to submit written assignments through plagiarism detection software via Blackboard, student learning was assessed through the use of a PowerPoint and oral presentation for the semester project, a human resource manual for a sport organization of their choice. For each, students were required to demonstrate an understanding of technology implementation on individual assignments & application of technology on the capstone project.

Related Documents:

[Previous and no longer used BS in Sport Management Benchmark 3.1 3374.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

In SPMT 4357 students display their knowledge of advanced financial and economic topics through computer-generated presentations, documents, and activities.

Related Documents:

[BS in Sport Management Benchmark 3.2 4357.docx](#)

(CL) Students will demonstrate and understand new media and best practices for new media used by sport management professionals. (Active)

Criterion: 70% of students will score 70% or above

In SPMT 3373 this benchmark was assessed through students creating a video broadcast where they reported on a sport story. Students were responsible to film themselves and submit the video electronically.

Related Documents:

[Previous and no longer used BS in Sport Management Benchmark 3.3 3373.docx](#)