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

**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

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**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

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**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.
Degree Program - AS - Sport Management (BS)

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**

<table>
<thead>
<tr>
<th>Description</th>
<th>Related Documents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will exhibit effective listening and speaking skills on class discussions and individual and team projects</td>
<td>Previous and no longer used BS in Sport Management Benchmark 2.1 3373.docx</td>
</tr>
<tr>
<td><strong>Criterion:</strong> 70% of students will score 70% or above on the assessment rubric</td>
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<tr>
<td>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 &amp; 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.</td>
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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
### Degree Program - AS - Sport Management (BS)

**Start Date:** 08/24/2015  
**Additional Assessment Component:** Communication Literacy

#### Assessment Methods

<table>
<thead>
<tr>
<th>Students will demonstrate an understanding of how to incorporate multiple technologies. (Active)</th>
<th>Related Documents:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong> 70% of students will score 70% or above on the assessment rubric</td>
<td>Previous and no longer used BS in Sport Management Benchmark 3.1 3374.docx</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Students will be able to apply multiple technologies on their chosen capstone course assignment. (Active)</th>
<th>Related Documents:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong> 70% of students will score 70% or above on the assessment rubric</td>
<td>BS in Sport Management Benchmark 3.2 4357.docx</td>
</tr>
</tbody>
</table>

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

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<tr>
<th>(CL) Students will demonstrate and understand new media and best practices for new media used by sport management professionals. (Active)</th>
<th>Related Documents:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong> 70% of students will score 70% or above</td>
<td>Previous and no longer used BS in Sport Management Benchmark 3.3 3373.docx</td>
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</tbody>
</table>

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