Sport Management Program (AS) Outcome Set

Outcome : 1. Recognize the primary theories within the principle functional areas of business and sport management. (IL)

Recognize the primary theories within the principle functional areas of business and sport management including: Accounting, Economics, Law, Management, and Marketing.

Measure: End of Program Exam

Program level; Direct - Exam

Details/Description: The students will take their End of Program Exam in SPMG 4123 Sport Facility Management and Features.

Acceptable Target: 50% of students will correctly answer 70% or more of the multiple choice questions.

Ideal Target: 70% of students will correctly answer 70% or more of the multiple choice questions.

Implementation Plan (timeline): The End of Program Exam will be administered every year starting in 2017-2018.

Key/Responsible Personnel: SPMG 4123 Instructor
Danielle Green
Mark Bloxsom

Supporting Attachments:

AS Sport Management End of Program Exam (Adobe Acrobat Document)
Findings for End of Program Exam
<table>
<thead>
<tr>
<th>Summary of Findings:</th>
<th>0% of students achieved the target of 70% correct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results:</td>
<td>Acceptable Target Achievement: Not Met; Ideal Target Achievement: Approaching</td>
</tr>
<tr>
<td>Reflections/Notes:</td>
<td></td>
</tr>
<tr>
<td>Substantiating Evidence:</td>
<td>Sport Management, AS End of Program Exam Results (Adobe Acrobat Document)</td>
</tr>
</tbody>
</table>

These Findings are associated with the following Actions:

- End of Program Exam Action Plan (Continuous Improvement Action; 2017-18 Assessment Cycle)

**Measure:** Exit Survey  
*Program level: Indirect - Survey*

<table>
<thead>
<tr>
<th>Details/Description:</th>
<th>All students will take the AS in Sport Management Exit Survey administered through Blackboard.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable Target:</td>
<td>70% of graduating students will indicate &quot;Agree&quot; or higher in achieving each of the program student learning outcomes.</td>
</tr>
<tr>
<td>Ideal Target:</td>
<td>80% of graduating students will indicate &quot;Agree&quot; or higher in achieving each of the program student learning outcomes.</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
<td>The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for</td>
</tr>
</tbody>
</table>
graduating students.

Key/Responsible Personnel:
Jeff Lokey
Danielle Green
Mark Bloxsom
AS in Sport Management Curriculum Coordinator

Supporting Attachments:

AS Sport Management Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings: 100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results: Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

Sport Management, AS Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 1 - Indirect Measure
(Continuous Improvement Action; 2017-18 Assessment Cycle)
<table>
<thead>
<tr>
<th><strong>Outcome</strong>: 2. Demonstrate professional business communication. (WO)</th>
</tr>
</thead>
</table>
| **Measure**: Business Communication Project  
*Program level: Direct - Student Artifact* |

| **Details/Description**: Students will research a business topic and write a formal report. This topic must be approved by the instructor. A Powerpoint presentation will be created from this report and presented to the class. |
| **Acceptable Target**: 50% of students will achieve a rating of "Meets" or above on the AS in Sport Management Rubric. |
| **Ideal Target**: 70% of students will achieve a rating of "Meets" or above on the AS in Sport Management Rubric. |
| **Implementation Plan (timeline)**: The Business Communication Project will be implemented in BUAD 2033 Business Communications in the 2017-2018 academic year and administered every year. |
| **Key/Responsible Personnel**: BUAD 2033 Instructor  
Danielle Green  
Mark Bloxsom |

**Supporting Attachments**:
- [AS Sport Management Communication Project (Adobe Acrobat Document)](#)

---

**Findings for Business Communication Project**

| **Summary of Findings**: 67% of students either met or exceeded the standard on the business communication project. |
| **Results**:  
Acceptable Target Achievement: Met; Ideal Target Achievement: Approaching |

**Reflections/Notes:**

**Substantiating Evidence**:
- [Sport Management, AS Business Communications Evidence Documents (Adobe Acrobat Document)](#)
These Findings are associated with the following Actions:

- Communication Project Action Plan (Continuous Improvement Action; 2017-18 Assessment Cycle)

### Measure: Exit Survey

**Program level; Indirect - Survey**

<table>
<thead>
<tr>
<th>Details/Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All students will take the AS in Sport Management Exit Survey administered through Blackboard.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Acceptable Target</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>70% of graduating students will indicate &quot;Agree&quot; or higher in achieving each of the program student learning outcomes.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ideal Target</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>80% of graduating students will indicate &quot;Agree&quot; or higher in achieving each of the program student learning outcomes.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Implementation Plan (timeline)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key/Responsible Personnel</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeff Lokey</td>
<td>Danielle Green</td>
</tr>
<tr>
<td>AS in Sport Management Curriculum Coordinator</td>
<td></td>
</tr>
</tbody>
</table>

Supporting Attachments:
## Findings for Exit Survey

### Summary of Findings:
100% of students indicated “agree” or higher in achieving each of the program student learning outcomes.

### Results:
- Acceptable Target Achievement: Exceeded;
- Ideal Target Achievement: Exceeded

### Reflections/Notes:

### Substantiating Evidence:

These Findings are associated with the following Actions:

**PSLO 2 - Indirect Measure**
- (Continuous Improvement Action; 2017-18 Assessment Cycle)

### Outcome: 3. Illustrate critical thinking and effective decision-making within the principle functional areas of sport management. (CT)

**Measure:** End of Program Exam (Essay)

*Program level: Direct - Exam*
Details/Description: The students will take their End of Program Exam in SPMG 4123 Sport Facility Management and Features.

Acceptable Target: 50% of students will "Meet" or "Exceed" the requirement on essay questions based on the AS in Sport Management Rubric.

Ideal Target: 70% of students will "Meet" or "Exceed" the requirement on essay questions based on the AS in Sport Management Rubric.

Implementation Plan (timeline): The End of Program Exam will be administered every year starting in 2017-2018.

Key/Responsible Personnel: SPMG 4123 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

- AS Sport Management Essay Questions (Adobe Acrobat Document)

Findings for End of Program Exam (Essay)

- Summary of Findings: 0% of students either met or exceeded the standard on the related essay questions.
- Results: Acceptable Target Achievement: Not Met; Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

- Sport Management, AS End of Program Essay Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

- End of Program Exam Action Plan (Continuous Improvement Action; 2017-18 Assessment)
### Measure: Exit Survey

**Program level; Indirect - Survey**

<table>
<thead>
<tr>
<th>Details/Description:</th>
<th>All students will take the AS in Sport Management Exit Survey administered through Blackboard.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable Target:</td>
<td>70% of graduating students will indicate &quot;Agree&quot; or higher in achieving each of the program student learning outcomes.</td>
</tr>
<tr>
<td>Ideal Target:</td>
<td>80% of graduating students will indicate &quot;Agree&quot; or higher in achieving each of the program student learning outcomes.</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
<td>The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.</td>
</tr>
</tbody>
</table>
| Key/Responsible Personnel: | Jeff Lokey  
Danielle Green  
Mark Bloxsom  
AS in Sport Management Curriculum Coordinator |

**Supporting Attachments:**

- AS Sport Management Exit Survey (Adobe Acrobat Document)

**Findings for Exit Survey**

<table>
<thead>
<tr>
<th>Summary of Findings:</th>
<th>86% of students indicated &quot;agree&quot; or higher in achieving each of the program student learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results:</td>
<td>Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded</td>
</tr>
<tr>
<td>Reflections/Notes:</td>
<td></td>
</tr>
</tbody>
</table>
Substantiating Evidence:

These Findings are associated with the following Actions:

PSLO 3 - Indirect Measure
(Continuous Improvement Action; 2017-18 Assessment Cycle)

Outcome: 4. Identify ethical issues within sport management.

**Measure:** End of Program Exam (Essay)

*Program level: Direct - Exam*

<table>
<thead>
<tr>
<th>Details/Description</th>
<th>The students will take their End of Program Exam in SPMG 4123 Sport Facility Management and Features.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable Target</td>
<td>50% of students will &quot;Meet&quot; or &quot;Exceed&quot; the requirement on essay questions based on the AS in Sport Management Rubric.</td>
</tr>
<tr>
<td>Ideal Target</td>
<td>70% of students will &quot;Meet&quot; or &quot;Exceed&quot; the requirement on essay questions based on the AS in Sport Management Rubric.</td>
</tr>
<tr>
<td>Implementation Plan (timeline)</td>
<td>The End of Program Exam will be administered every year starting in 2017-2018.</td>
</tr>
<tr>
<td>Key/Responsible</td>
<td>SPMG 4123 Instructor</td>
</tr>
</tbody>
</table>
Personnel:
Danielle Green
Mark Bloxsom

Supporting Attachments:
- AS Sport Management Essay Questions (Adobe Acrobat Document)
- Findings for End of Program Exam (Essay)
- Summary of Findings:
  0% of students either met or exceeded the standard on the related essay questions.
- Results:
  Acceptable Target Achievement: Not Met;
  Ideal Target Achievement: Approaching
- Reflections/Notes:
  Substantiating Evidence:
  - Sport Management, AS End of Program Essay Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:
- End of Program Exam Action Plan
  (Continuous Improvement Action; 2017-18 Assessment Cycle)

**Measure:** Exit Survey
*Program level: Indirect - Survey*

**Details/Description:**
All students will take the AS in Sport Management Exit Survey administered through Blackboard.

**Acceptable Target:**
70% of graduating students will indicate "Agree" or
higher in achieving each of the program student learning outcomes.

**Ideal Target:**

80% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

**Implementation Plan (timeline):**

The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.

**Key/Responsible Personnel:**

Jeff Lokey
Danielle Green
Mark Bloxsom
AS in Sport Management Curriculum Coordinator

**Supporting Attachments:**

1. AS Sport Management Exit Survey (Adobe Acrobat Document)

**Findings for Exit Survey**

**Summary of Findings:**

100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

**Results:**

Acceptable Target Achievement: Exceeded;
Ideal Target Achievement: Exceeded

**Reflections/Notes:**

**Substantiating Evidence:**

1. Sport Management, AS Student Exit Surveys (Adobe Acrobat Document)

**These Findings are associated with the following Actions:**

PSLO 4 - Indirect Measure (Continuous Improvement Action; 2017-18)