



# Program Assessment Plan Matrix

Program Unit or Department: B.A Sports Management  
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Student Learning Outcomes	Assessment Methodology	Target	Summary of Major Findings	Actions Taken to Improve Student Learning	Timeframe
SLO 1: Model ethical business decisions in the sport industry.	Method 1: Direct measure through 4 unit tests and a final exam in MAN-3033	100% Pass rate of C- or better in exams.	Findings Method 1:  2015 -2016 In 2015-16 97% of students passed the course with a C- or better.  2016-2017 This is an alternate year course. This course was not offered during the 2016-2017 academic year.	None Required	
	Method 2: Direct Measure through the compilation of a Business Marketing Plan. MAR-3033	100% pass rate based on Rubric for the Business Marketing Plan.	Findings Method 2:  2015-2016 98% of students satisfactorily passed the requirements for the Business Marketing Plan.  2016-2017 100% of Sports Management Majors earned passing scores on the Marketing Plan (76%, 85%, and 98%).	None Required	
	Method 3: Direct Measure through completion of 3 projects in Sport Management. PED-3073	100% pass rate in all 3 projects in PED-3073.	Findings Method 3:  2015-2016 100% of students satisfactorily passed all 3 projects.  2016-2017 100% of students satisfactorily passed all 3 projects (highest grade being an A, and lowest grade being a C-).	None Required (Ensure one project is specific to sport management or leadership)	

	Method 4: Direct Measure through completion of 4 research projects (scheduling, Sport Specific, and 2 topics of choice). PED-4053	100% pass rate on 4 research projects in PED-4053.	Findings Method 4:  2015-2016 100% of students satisfactorily passed all 4 research projects.  2016-2017 100% of students satisfactorily passed all 4 research projects (highest grade being an A-, and lowest grade being a C+).	None Required	
SLO 2: Demonstrate effective communications in the promotion of sport.	Method 1: Direct Measure through a group project (3 students) in the compilation of a magazine, marketing of the magazine, and promotion of a product. PED-2013	100% pass rate in group project based on rubric and evaluated by class peers. PED-2013.	Findings Method 1:  2015-2016 100% of groups satisfactorily passed the group project.  2016-2017 100% of groups satisfactorily passed the group project.	None Required	
	Method 2: Summative Measure through 6 volunteer hours in the Sport Information Department. PED-2013	100% participation rate of and successfully completing the volunteer hours is SID. PED-2013	Findings Method 2:  2015-2016 100% of students participated and successfully completed the volunteer hours.  2016-2017 92% of students participated and successfully completed the volunteer hours. One student did not complete their practical hours.	None Required	
	Method 3: Direct Measure through completion of 3 projects in Sport Management. PED-3073.	100% pass rate in all 3 projects in PED-3073.	Findings Method 3:  2015-2016 100% of students satisfactorily passed all 3 projects.  2016-2017 100% of students satisfactorily passed all 3 projects Highest grade being	None Required (Ensure one project is specific to sport communications or promotion.)	

			an A, and lowest grade being a C-).		
	Method 4: Direct Measure through completion of 4 research projects (scheduling, Sport Specific, and 2 topics of choice). PED-4053	100% pass rate on 4 research projects in PED-4053.	Findings Method 4:  2015-2016 100% of students satisfactorily passed all 4 research projects.  2016-2017 100% of students satisfactorily passed all 4 research projects (highest grade being an A-, and lowest grade being a C+).	None Required (Ensure one project is specific to sport communications or promotion.)	
SLO 3: Employ a knowledge of sport management theory, concepts, terminology, and practices.	Method 1: Direct Measure through a group project (3 students) in the compilation of a magazine, marketing of the magazine, and promotion of a product. PED-2013	100% pass rate in group project based on rubric and evaluated by class peers. PED-2013.	Findings Method 1:  2015-2016 100% of groups satisfactorily passed the group project.  2016-2017 100% of groups satisfactorily passed the group project.	None Required	
	Method 2: Direct Measure through completion of 3 projects in Sport Management. PED-3073	100% pass rate in all 3 projects in PED-3073.	Findings Method 3:  2015-2016 100% of students satisfactorily passed all 3 projects.  2016-2017 100% of students satisfactorily passed all 3 projects Highest grade being an A, and lowest grade being a C-).	None Required (Ensure one project is specific to sport management practices).	
	Method 3: Direct Measure through completion of 4 research projects (scheduling, Sport Specific, and 2 topics of choice). PED-4053.	100% pass rate on 4 research projects in PED-4053.	Findings Method 4:  2015-2016 100% of students satisfactorily passed all 4 research projects.  2016-2017 100% of students satisfactorily passed all 4 research projects (highest	None Required (Ensure one project is specific to sport management practices).	

			grade being an A-, and lowest grade being a C+).		
SLO 4: Identify the interaction between sport and society.	Method 1: Direct Measure through a Budgeting project PED-3063.	100% pass rate based on Rubric for the Budgeting project. PED-3063	Findings Method 1:  2015-2016 100% of students satisfactorily passed the requirements for the Budgeting project.  2016-2017 100% of students satisfactorily passed the requirements for the Budgeting project.	None Required	
	Method 2: Direct Measure by the presentation of written assignment on Athletic Administration. PED-3063	100% pass rate based on Rubric for the written presentation on Athletic Administration. PED-3063	Findings Method 2:  2015-2016 100% of students satisfactorily passed the requirements for the written presentation on Athletic Administration.  2016-2017 100% of students satisfactorily passed the requirements for the written presentation on Athletic Administration.	None Required  (Suggest presentation of written assignment focus on public relations of interschool athletic program.)	
SLO 5: Investigate ways to administer the planning, organizing, leading, and evaluation of sport organizations.	Method 1: Direct Measure through a Budgeting project PED-3063.	100% pass rate based on Rubric for the Budgeting project. PED-3063	Findings Method 1:  2015-2016 100% of students satisfactorily passed the requirements for the Budgeting project  2016-2017 100% of students satisfactorily passed the requirements for the Budgeting project	None Required	

	<p>Method 2: Direct Measure by the presentation of written assignment on Athletic Administration. PED-3063</p>	<p>100% pass rate based on Rubric for the written presentation on Athletic Administration. PED-3063</p>	<p>Findings Method 2:</p> <p>2015-2016 100% of students satisfactorily passed the requirements for the written presentation on Athletic Administration.</p> <p>2016-2017 100% of students satisfactorily passed the requirements for the written presentation on Athletic Administration.</p>	<p>None Required</p>	
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