

Bachelor of Science in Sport Management, Cochran

Semester reporting: Spring Semester 2021

Reporting cycle: Annual Reporting Cycle

Academic Program Assessment by Location Report Information

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| Prepared on: 5/26/2021 10:07:22 AM | Prepared by: dorothy.howell@mga.edu |
| | Email address of person responsible for this report: dorothy.howell@mga.edu |
| In which school is this program located? | Business |
| Program Type: | Undergraduate |
| Approximately how many students are enrolled in this program at this location? | 21 |

Student Learning Outcomes

SLO1

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| 7. SLO 1: What is the first Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....) | Incorporate ethical, legal, technical, and socio-cultural understanding in sport management analysis and decision making. |
| 8. SLO 1: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment) | Case Study/Internship Project |
| 9. SLO 1: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....) | 85% of all students will earn an average grade of 75% or better on the case study or internship project. |
| 10. SLO 1: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100) | 85.45 |
| 11. SLO 1: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome? | The 85% benchmark for this SLO was met. No changes have been made at this time. Will continue to monitor and make changes as warranted. |

Student Learning Outcomes

SLO2

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| 12. SLO 2: What is the second Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....) | Employ principles of financial, operations, human resources management, and facility/event management in the sport and recreation environment. |
| 13. SLO 2: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment) | Exams |
| 14. SLO 2: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....). | 85% of all students will earn an average grade of 75% or better on the final exam. |
| 15. SLO 2: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100) | 94.11 |
| 16. SLO 2: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome? | No changes are warranted at this time as the benchmark for this SLO was exceeded. |

Student Learning Outcomes

SLO3

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| 17. SLO 3: What is the third Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....) | Apply principles of sport marketing and communication |
| 18. SLO 3: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment) | Written/Oral Presentation |
| 19. SLO 3: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....). | 85% of all students will earn an average grade of 75% or better on the written/oral presentation. |
| 20. SLO 3: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100) | 86.95 |
| 21. SLO 3: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome? | No changes were made at this time as the benchmark for this SLO was exceeded. |

Student Learning Outcomes

SLO4

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| 22. SLO 4: What is the fourth Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....) | Utilize critical thinking and effective communication skills in research, analysis, and presentation of sport management issues. |
| 23. SLO 4: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment) | Research Paper/Oral Presentation |
| 24. SLO 4: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....) | 85% of all students will earn an average grade of 75% or better on the Research Paper/oral presentation. |
| 25. SLO 4: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100) | 90.38 |
| 26. SLO 4: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome? | No changes were made at this time as the benchmark for this SLO was exceeded. |

Sampling

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| 27. How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location? | 181 |
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Open Box for Assessment Comments

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| 28. In this field, please document the overall use of assessment results for continuous improvement and Open Text Box For Assessment Comments: | We will use the results from this assessment to ensure students' comprehension of the course content and that adequate instructions have been provided for student success. Course content and Assessments will be /rearranged/changed as needed to meet the needs of the student population. |
| 29. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below. | COVID-19 did not impact this assessment cycle. Classes were moved online to accommodate student learning. |