Bachelor of Science in Sport Management, Cochran

Semester reporting: Spring Semester 2022

Reporting cycle: Annual Reporting Cycle

Academic Program Assessment Report Information

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In which college or school is this program located?	Business
Program Type:	Undergraduate
Approximately how many students are in this program at this location?	43

Student Learning Outcomes

SLO1

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.
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	Case Study/Internship Project for SMGT 4010.4020, & 4605
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 students will earn an average grade of 75% or better on the case study or internship project
SLO 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)	Performance Data
SLO 1: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	94%
SLO 1: Improvement Plans and 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? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process.)	Students performance exceeded expectations. Improvement plan will include a review/revisions of syllabus and assignment instructions as needed to ensure students have a thorough understanding of requirements. Faculty will remind students of their availability for student questions.

SLO2

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.
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	Final Exam: SMGT 4030, 4440, 3435
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 students will earn an average grade of 75% or better on the final exam
SLO 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)	Past performance
SLO 2: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	95.3%
SLO 2: Improvement Plans and 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? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process.)	Faculty will review exams for questions wherein students overall average was less than 50%. These questions will be revised. Additionally, faculty will ensure that content pertaining to the questions with less than 50% pass rate be covered in class.

SLO3

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.
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	Written/Oral Presentation for SMGT 4030, 4440, & HLSA 3435
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 students will earn an average grade of 75% or better on the written/oral presentation
SLO 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)	Past Performance
SLO 3: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	100%
SLO 3: Improvement Plans and 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? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process.)	None

SLO4

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.
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	Research Paper/Oral Presentation for SMGT 3400, 3900Utilize critical thinking and effective communication skills in research, analysis, and presentation of sport management issues.
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 students will earn an average grade of 75% or better on the research paper /oral presentation
SLO 4: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)	Past Performance
SLO 4: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	100%
SLO 4: Improvement Plans and 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? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process.)	None

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	190

Open Box for Assessment Comments

Required: In this field, please document the overall use of assessment results for continuous improvement (consider the past, present, and future and specifically address these in your narrative).	Although all students in this program performed above set parameters, this data will be used to improve on actual course assessments so that student scores will continue to improve. Increased scores reveal a positive reflection on student academic performance and overall college success. This aids in retention and graduation efforts for the program and the university.
Optional Open Text Box For Assessment Comments:	N/A
If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below. (Also submit any COVID-19 correspondence from your accrediting body to assessment@mga.edu when you submit this form with your Department name and program in the subject line.)	N/A