

**MGA – Academic Program
Assessment Plan and Curriculum Map**

On which campuses is the program offered? Cochran College/School: MGA/SOB Department: Health Service Administration
 Academic Degree: Bachelor Major: Sport Management Track (if applicable): _____

Assessment Plan

How will a student know they are learning what they need to learn to be successful when they graduate?

Please identify which type of learning activity will be used to teach the learning goal. Also identify the learning objective associated with the learning goal being taught. A learning outcome is a description of the knowledge, skills and abilities you will gain as you complete your coursework.

	Learning Outcome	Assessment Types	Data Collection Points*	Target Performance
Learning Outcome 1	Incorporate ethical, legal, technical, and socio-cultural understanding in sport management analysis and decision making.	Case Study Internship Project	End of Term Fall/Spring	85% of students will score 75% or above on assessment.
Learning Outcome 2	Employ principles of financial, operations, human resources management, and facility/event management in the sport and recreation environment.	Exams	End of Term Fall/Spring	85% of students will score 75% or above on assessment.
Learning Outcome 3	Apply principles of sport marketing and communication.	Written/Oral Presentation	End of Term Fall/Spring	85% of students will score 75% or above on assessment.
Learning Outcome 4	Utilize critical thinking and effective communication skills in research, analysis, and presentation of sport management issues.	Research Paper/Oral Presentation	End of Term Fall/Spring	85% of students will score 75% or above on assessment.

**Data collected for assessment purposes should be segmented by program location. Cochran, Macon, Dublin, Eastman, Warner Robins, or online students should be analyzed separately.*

Curriculum Map

Where in a student's academic program will they be taught the content of each learning outcome and how will the content be taught?

Please identify the method of instruction (i.e. case study, lecture, experiential instruction, team activity, writing assignment, quantitative exercise) used to teach the learning outcome in courses required in the major. Not all major courses need to teach all learning outcomes.

Major Course	SMGT 3400	SMGT 3900	SMGT 4010	SMGT 4020	SMGT 4030	SMGT 4040	SMGT 4605			
LO1			Case Study Internship Project	Case Study Internship Project			Case Study Internship Project			

L02					Exams	Exams				
L03					Written/Oral Presentation					
L04	Research Paper/Oral Presentation	Research Paper/Oral Presentation								