

2017-18 Assessment Cycle

## Assessment Findings

### Finding per Measure

#### Sport Management Program (BBA) Outcome Set

Outcome

##### **Outcome : 1. Demonstrate competence in domestic and global environments within the principle functional areas of business. (IL)**

Demonstrate technical competence in domestic and global business in the major disciplines of accounting, economics, marketing, sport finance, sport law, and management.

▼ **Measure:** End of Program Exam  
*Program level ; Direct - Exam*

Details/Description:	The students will take their End of Program Exam in SPMG 7023 Strategic Management in Sport Organizations.
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 7023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

[BBA Sport Management End of Program Exam \(Adobe Acrobat Document\)](#)


Findings for End of Program Exam

Summary of Findings: 0% of students correctly answered 70% or more of the exam questions.

Results : Acceptable Target Achievement: Not Met;  
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

 Sport Management, BBA End of Program Exam 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 BBA in Sport Management Exit Survey administered through Blackboard.

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

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


Implementation Plan (timeline): The BBA 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  
BBA in Sport Management Curriculum  
Coordinator

Supporting Attachments:

 BBA 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, BBA 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)

## Outcome : 2. Analyze sport-related business problems and devise solutions.(CT)

Analyze sport-related business problems and devise solutions using critical thinking, decision-making processes, and decision-support tools.

### ▼ **Measure:** Exit Survey *Program level ; Indirect - Survey*

Details/Description:	All students will take the BBA in Sport Management Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA 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 BBA in Sport Management Curriculum Coordinator

#### Supporting Attachments:


[BBA 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, BBA Student Exit Surveys (Adobe Acrobat Document)

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

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

▼ **Measure:** Sport Management Internship  
*Program level ; Direct - Other*

Details/Description:	All Sport Management students will complete the Sport Management Internship. This outcome will be evaluated by the student's employer as part of the final review paperwork.
Acceptable Target:	70% of students will achieve "above average" or higher for this outcome on the employer final evaluation.
Ideal Target:	80% of students will achieve "above average" or higher for this outcome on the employer final evaluation.
Implementation Plan (timeline):	The employer final evaluation will be administered in SPMG 8112 Sport Management Internship each semester starting in Fall 2017-2018.
Key/Responsible Personnel:	Danielle Green Mark Bloxsom Sport Management Internship Coordinator

## Supporting Attachments:

[BBA Sport Management Internship Evaluation Form \(Adobe Acrobat Document\)](#)

## Findings for Sport Management Internship

Summary of Findings: 88% of students achieved above average or higher on the employer final evaluation.

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

Reflections/Notes: Three out of seventeen students used the wrong internship evaluation form.

## Substantiating Evidence:

[Sport Management, BBA Fall 2017 Internship Evaluations Form \(Adobe Acrobat Document\)](#)

[Sport Management, BBA Spring 2018 Internship Evaluations Form \(Adobe Acrobat Document\)](#)

## These Findings are associated with the following Actions:

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

## Outcome : 3. Formulate solutions to current sport issues.

Formulate solutions to current sport issues by incorporating the major functional areas of business and

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


Details/Description:	All students will take the BBA in Sport Management Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA 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 BBA in Sport Management Curriculum Coordinator

Supporting Attachments:

[BBA 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, BBA Student Exit Surveys (Adobe Acrobat Document)


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

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

▼ **Measure:** Sport Management Capstone Project  
*Program level; Direct - Student Artifact*

Details/Description:	The student will complete a semester long capstone project in SPMG 7023 Strategic Management in Sport Organizations.
Acceptable Target:	60% of students will achieve "good" or higher for this outcome on the BBA in Sport Management Rubric.
Ideal Target:	70% of students will achieve "good" or higher for this outcome on the BBA in Sport Management Rubric.
Implementation Plan (timeline):	The capstone project will be implemented in academic year 2017-2018 and will be administered every year.
Key/Responsible Personnel:	SPMG 7023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

 BBA Sport Management Capstone Project (Adobe Acrobat Document)




## Findings for Sport Management Capstone Project


Summary of Findings: 63% of students received good/excellent on their presentation and 58% of students received good/excellent on their paper

Results : Acceptable Target Achievement: Not Met; Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

 Sport Management, BBA Capstone Presentation Rubric Results (Adobe Acrobat Document)

 Sport Management, BBA Capstone Rubric Results (Adobe Acrobat Document)

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

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

**Outcome : 4. Incorporate software, technology, and information systems into sport-related operations.**

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


Details/Description:	All students will take the BBA in Sport Management Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA 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 BBA in Sport Management Curriculum Coordinator

Supporting Attachments:

 BBA Business Administration 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, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

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

▼ **Measure:** Sport Management Internship  
*Program level ; Direct - Other*

Details/Description:	All Sport Management students will complete the Sport Management Internship. This outcome will be evaluated by the student's employer as part of the final review paperwork.
Acceptable Target:	70% of students will achieve "above average" or higher for this outcome on the employer final evaluation.
Ideal Target:	80% of students will achieve "above average" or higher for this outcome on the employer final evaluation.
Implementation Plan (timeline):	The employer final evaluation will be administered in SPMG 8112 Sport Management Internship each semester starting in Fall 2017-2018.
Key/Responsible Personnel:	Danielle Green Mark Bloxsom Sport Management Internship Coordinator

Supporting Attachments:

[BBA Sport Management Internship Evaluation Form \(Adobe Acrobat Document\)](#)


Findings for Sport Management Internship


Summary of Findings: 88% of students achieved above average or higher on the employer final evaluation.

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

Reflections/Notes: Three out of seventeen students used the wrong internship evaluation form.

Substantiating Evidence:

 Sport Management, BBA Fall 2017 Internship Evaluations Form (Adobe Acrobat Document)

 Sport Management, BBA Spring 2018 Internship Evaluations Form (Adobe Acrobat Document)

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


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

**Outcome : 5. Examine comprehensive sport management issues and communicate findings and solutions.(WO)**

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

Details/Description:	All students will take the BBA in Sport Management Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA 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 BBA in Sport Management Curriculum Coordinator

Supporting Attachments:

 BBA 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, BBA Student Exit Surveys (Adobe Acrobat Document)


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

PSLO 5 - Indirect  
Measure  
(Continuous Improvement  
Action; 2017-18  
Assessment Cycle)

▼ **Measure:** Sport Management Capstone Project  
*Program level ; Direct - Student Artifact*

Details/Description:	The student will complete a semester long capstone project in SPMG 7023 Strategic Management in Sport Organizations.
Acceptable Target:	60% of students will achieve "good" or higher for this outcome on the BBA in Sport Management Rubric.
Ideal Target:	70% of students will achieve "good" or higher for this outcome on the BBA in Sport Management Rubric.
Implementation Plan (timeline):	The capstone project will be implemented in academic year 2017-2018 and will be administered every year.
Key/Responsible Personnel:	SPMG 7023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

 BBA Sport Management Capstone Project (Adobe Acrobat Document)

Findings for Sport Management Capstone Project

Summary of Findings:	74% of students received good/excellent on their presentation and 68% of students received good/excellent on their paper
Results :	Acceptable Target Achievement: Met; Ideal

Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

🔗 Sport Management, BBA Capstone Presentation Rubric Results (Adobe Acrobat Document)

🔗 Sport Management, BBA Capstone Rubric Results (Adobe Acrobat Document)

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

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

**Outcome : 6. Examine the sport management environment in relation to the current financial, legal, economic, and social environments.**

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

Details/Description:

All students will take the BBA in Sport Management Exit Survey administered through Blackboard.

Acceptable Target:

70% of all graduating students will indicate "Agree"

Ideal Target:	or higher in achieving each of the program student learning outcomes. 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA 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 BBA in Sport Management Curriculum Coordinator

Supporting Attachments:

[BBA 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, BBA Student Exit Surveys \(Adobe Acrobat Document\)](#)

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

PSLO 6 - Indirect Measure  
(Continuous Improvement



Action; 2017-18  
Assessment Cycle)

▼ **Measure:** Sport Management Capstone Project  
*Program level ; Direct - Student Artifact*

Details/Description:	The student will complete a semester long capstone project in SPMG 7023 Strategic Management in Sport Organizations.
Acceptable Target:	60% of students will achieve "good" or higher for this outcome on the BBA in Sport Management Rubric.
Ideal Target:	70% of students will achieve "good" or higher for this outcome on the BBA in Sport Management Rubric.
Implementation Plan (timeline):	The capstone project will be implemented in academic year 2017-2018 and will be administered every year.
Key/Responsible Personnel:	SPMG 7023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

 BBA Sport Management Capstone Project (Adobe Acrobat Document)

Findings for Sport Management Capstone Project

Summary of Findings:	53% of students received good/excellent on their presentation and 53% of students received good/excellent on their paper
Results :	Acceptable Target Achievement: Not Met; Ideal Target Achievement: Approaching
Reflections/Notes:	

Substantiating Evidence:

📎 Sport Management, BBA Capstone Presentation Rubric Results (Adobe Acrobat Document)

📎 Sport Management, BBA Capstone Rubric Results (Adobe Acrobat Document)

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

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

**Outcome : 7. Analyze the role of ethics, industry-based organizational regulations, and legalities in sport management processes.**

▼ **Measure:** End of Program Exam (Essay)  
*Program level ; Direct - Exam*

Details/Description: The students will take their End of Program Exam in SPMG 7023 Strategic Management in Sports Organizations.

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

Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the BBA 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 7023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

[BBA Sport Management Essay Questions \(Adobe Acrobat Document\)](#)

Findings for End of Program Exam (Essay)

Summary of Findings:	55% of students meet/exceed the standard on the essay question.
Results :	Acceptable Target Achievement: Met; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	

[Sport Management, BBA End of Program Exam 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 BBA in Sport Management Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA 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 BBA in Sport Management Curriculum Coordinator

Supporting Attachments:

 BBA 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, BBA Student Exit Surveys (Adobe Acrobat Document)

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

PSLO 7 - Indirect  
Measure  
(Continuous Improvement  
Action; 2017-18  
Assessment Cycle)

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