

University of Minnesota Crookston
Assessment of Student Learning

Major: Sport and Recreation Management

5/9/2019

Assessment Method & Procedures		Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results
Program Learning Outcome 1. Demonstrate a fundamental understanding of the various aspects of issues present in the sport industry.					
Outcome 1.1 Assess the various governance structures within the sport industry.	70 percent of students receive a passing grade of B or higher on Exam 2, final exam, and Cardinal Ruhle Academy assignment.	every 3 years	2019	77% of students received a B or higher on the related assignments.	Make a new assessment entirely devoted to governance structures.
Outcome 1.2 Demonstrate a fundamental understanding of the roots of modern sport management structures and how they have grown in response to broader social or sport industry changes.	70 percent of students receive a passing grade of B or higher on Exam 1 and Case Study 16.1.	every 3 years	2019	77% of students received a B or higher on the assignments.	Find different ways to assess management structure responses to industry changes over the coming year.
Outcome 1.3 Explore critical sport issues.	70 percent of students receive a B or higher on the issues presentation and paper assignment.	every 3 years	2019	79% of students received a B or higher on the issues presentation and paper.	Look for different ways to assess this objective besides the issues paper/presentation.
Program Learning Outcome 2. Identify the multifaceted purposes, special requirements, and security issues of sport facilities					
Outcome 2.1 Examine the principles associated with the budgeting and financing of a facility plus adherence to legal responsibilities and risk management procedures.	70 percent of students receive a passing grade of B or higher on exam 2, chapter reviews, and second facility tour assignments.	every 3 years	2019	65% received B or higher in the relevant assignments.	Re-evaluate assessments and preparation for assessments.
Outcome 2.2 Recognize the basic principles associated with facility planning and strategic planning, to include the development of a Facility Master Plan.	70 percent of students receive a passing grade of B or higher in chapter 2 quiz, first facility tour review, and facility planning paper.	every 3 years	2019	69% received a B or higher on the relevant assignments.	Focus more on having students develop a Facility Master Plan.
Program Learning Outcome 3. Discuss the marketing mix and how it pertains specifically to sport, including the unique challenges presented by the sport industry, emphasis on promotional strategies, and importance of sponsorship.					

	Outcome 2.1 Identify and analyze market segments specific to sport.	70 percent of students receive an passing grade of a B or higher on the "adopt a team" project.	every 3 years	2019	89% received a B or higher on the "adopt a team" project.	Evaluate the "adopt a team" project and refine expectations of this assessment.
	Outcome 2.2 Demonstrate an understanding of the sport information industry.	70 percent of students receive a passing grade of B or higher on exam 1 and sport information assignment.	every 3 years	2019	72% received B or higher on the relevant assignments.	Develop specific assessments related to sport information.

Program Learning Outcome 4. Demonstrate an understanding of various legal aspects of sport including negligence, risk management, contract law, and ADA compliance.

	Outcome 2.1 Examine the theory of tort law, legal defenses for negligence, and develop an ability to apply risk management techniques within sport contexts.	70 percent of the students receive a passing grade of a B or higher on learning activity-chapter 5, chapter 15 case study, chapter 17 discussion questions, and learning activity-chapter 16.	every 3 years	2019	88% of the students received a B or higher on the relevant assignments.	Come up with a critical thinking assessment where students must develop a risk management plan.
	Outcome 2.2 Identify legislation which has direct application to sport and physical activity settings, such as anti-trust legislation, sport agent regulations, copyright issues, and criminal law.	70 percent of students receive a passing grade of a B or higher on intellectual property, MLB anti-trust, Bloom v. NCAA case study, learning activity-chapter 12, and learning activity-chapter20 in SRM 3002.	every 3 years	2019	85% of the students received a B or higher on case study assignments.	Expand some of current assessments to involve more critical thinking skills.