

Q1.

GCU Academic Program Assessment Plan - Plan Updates

Please complete the program assessment plan. The format is similar to your previous plans, but is adapted to make fuller use of AEFIS. If you need assistance, please contact the [Office of Assessment](#). You can enter data in this form at one time or return to the survey to complete, using the same computer and original link. Once you submit, that action is final. You will receive a copy of your submittal.

Be sure to review academic program outcomes for appropriate rigor (Bloom's taxonomy) and assessable results. Avoid vague or general statements that cannot be quantified or measured. This plan can cover a three- to five-year time frame.

Note 1: Graduate programs need only complete summative assessment data.

Note 2: If the program has more than 5 learning outcomes, you will be directed to part B of the survey to enter the information on the additional outcomes (up to 10 total).

The update of Academic Program Assessment Plans are due by September 30.

Please contact the Office of Institutional Assessment and Accreditation with any questions or for further guidance.

Q2. Person completing the report

Last Name

Gregitis

First Name

Jen

Q3. Email address of person completing the report

jgregitis@georgian.edu

Q4. Program Name

Sports Management

Q5. School or Department

School of Arts and Sciences

School of Business and Digital Media

- School of Education
- HMH School of Nursing and Wellness at GCU
- University Wide Program (name below)

Q6. Email address and name of Dean of School or Department Supervisor

Name of Dean/Supervisor

Email address of Dean/Supervisor

Q7. Level of Program

- Undergraduate Major
- Graduate-Masters
- Graduate-certificate only
- Undergraduate-University wide
- other, please specify

Q8. Assessment Plan for years

- 3 years starting 2022
- 4 years starting 2022
- 5 years starting 2022
- Other

Q9. Indicate the name of the major(s), minor(s), and the associated degree(s) for this academic program.

Major(s)

Degree(s)

Minor(s)

Q10. State your learning outcomes (Up to five in this section, additional outcomes can be added to part B of the survey)



Learning Outcome (LO) 1

Students will apply effective management, leadership, and organizational concepts, principles, and theories in directing a sport organization

Learning Outcome (LO) 2

Students will apply, analyze, and develop a strong understanding of legal concepts and principles in sports.

Learning Outcome (LO) 3

Students will construct and utilize marketing concepts and principles in marketing sport through various course projects.

Learning Outcome (LO) 4

Students will identify and analyze the current issues and problems facing sport

Learning Outcome (LO) 5

Students will confidently function as an ethical practitioner in the sport industry, analyzed by various course projects.

Q11. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG, if appropriate.

| | Foundational Knowledge of Human Cultures and the Physical and Natural World | Intellectual and Practical Skills | Personal and Social Responsibility | Integrative Learning | Mastery of a Defined Body of Knowledge at a Baccalaureate Level |
|--------------------|---|-------------------------------------|-------------------------------------|-------------------------------------|---|
| Learning Outcome 1 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Learning Outcome 2 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 3 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 4 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 5 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

Q12. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.

This question was not displayed to the respondent.

Q13. Related BRIDGE-General Education Goals

This question was not displayed to the respondent.

Q14. Related Accreditation Standard (if applicable) State the standard/goal and check the alignment with your program outcome(s). (Example: Learning Outcome (LO) 1: Text entry: NJSPEL Standard 1)

Learning Outcome (LO) 1

ACBSP 4

Learning Outcome (LO) 2

ACBSP 4

Learning Outcome (LO) 3

ACBSP 4

Learning Outcome (LO) 4

ACBSP 4

Learning Outcome (LO) 5

ACBSP 4

Q15. Course Mapping. Program Courses and Experiential Learning mapping to Program Outcomes. Map **all** program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome. If the program has more than 5 outcomes, this mapping will continue in part B.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

Learning Outcome (LO) 1

SM213 Principles of Sports Management, SM375 The Business of Sports in Society, and BU351. Internship

Learning Outcome (LO) 2

SM213 Principles of Sports Management and SM211 Sports Law

Learning Outcome (LO) 3

SM213 Principles of Sports Management, BU241 Principles of Marketing, SM241 Sports Marketing, and BU351. Internship

Learning Outcome (LO) 4

SM213 Principles of Sports Management, SM211 Sports Law, SM375 The Business of Sports in Society, and BU351. Internship

Learning Outcome (LO) 5

BU213 Mgmt. Theory & Org. Behavior, SM211 Sports Law, and SM375 The Business of Sports in Society

Q16.

Formative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

Learning Outcome (LO) 1

SM213

Learning Outcome (LO) 2

SM213

Learning Outcome (LO) 3

SM213, BU241

Learning Outcome (LO) 4

SM213

Learning Outcome (LO) 5

SM213

Q17. Name the signature assignment aligned with formative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

- Course 1/ LO1
- Course 2/ LO1
- Course 1/ LO2
- Course 2/ LO2
- Course 1/ LO3
- Course 2/ LO3
- Course 1/ LO4
- Course 2/ LO4
- Course 1/ LO5
- Course 2/ LO5

Q18.

Summative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

- Learning Outcome (LO) 1
- Learning Outcome (LO) 2
- Learning Outcome (LO) 3
- Learning Outcome (LO) 4
- Learning Outcome (LO) 5

Q19. Name the signature assignment aligned with summative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

- Course 1/ LO1
- Course 2/ LO1
- Course 1/ LO2
- Course 2/ LO2
- Course 1/ LO3
- Course 2/ LO3
- Course 1/ LO4

- Course 2/ LO4 final project in SM375; BU351 internship supervisor feedback
- Course 1/ LO5 course project in SM211
- Course 2/ LO5 course project in SM375

Q20. Direct Assessment: Satisfactory achievement will be based on assignment grading: below 70: did not meet expectations, between 70-85: meets expectations, at and above 85: exceeds expectations. Does this meet your program guidelines?

- Yes
- No

Q21. What is your preference for assignment percentages for expected results?

This question was not displayed to the respondent.

Q22. Assessment Protocol. What indirect evidence will you collect for your program's formative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, etc. What are your benchmarks for this data? (Ex. 70% of students complete course feedback with resulting mean score of 4.3 out of 5)

Formative Assessment

| | Indirect Evidence 1 | Benchmark for Evidence 1 | Indirect Evidence 2 | Benchmark for Evidence 2 |
|------|----------------------------|---|---------------------|--------------------------|
| LO 1 | course evaluation feedback | consistent with previous and University ratings | | |
| LO2 | course evaluation feedback | consistent with previous and University ratings | | |
| LO3 | course evaluation feedback | consistent with previous and University ratings | | |
| LO4 | course evaluation feedback | consistent with previous and University ratings | | |
| LO5 | course evaluation feedback | consistent with previous and University ratings | | |

Q23. Assessment Protocol. What indirect evidence will you collect for your program's summative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, graduation rates, etc.

Summative Assessment

| | Indirect Evidence 1 | Benchmark for Evidence 1 | Indirect Evidence 2 | Benchmark for Evidence 2 |
|--|---------------------|--------------------------|---------------------|--------------------------|
|--|---------------------|--------------------------|---------------------|--------------------------|

| | | | | |
|------|----------------------------|---|--|--|
| LO 1 | course evaluation feedback | consistent with previous and University ratings | | |
| LO2 | course evaluation feedback | consistent with previous and University ratings | | |
| LO3 | course evaluation feedback | consistent with previous and University ratings | | |
| LO4 | course evaluation feedback | consistent with previous and University ratings | | |
| LO5 | course evaluation feedback | consistent with previous and University ratings | | |

Q24. Program Assessment Time Frame: Time Frame for Assessing the outcome.

Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

| | Year 1 of Plan | Year 2 of Plan | Year 3 of Plan | Year 4 of Plan | Year 5 of Plan | Data collected annually |
|--------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| Learning Outcome 1 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 2 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 3 | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 4 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 5 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q25. Number of program learning outcomes.

- 5 or less
 more than 5

Q26. State your additional learning outcomes

This question was not displayed to the respondent.

Q27. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG.

This question was not displayed to the respondent.

Q28. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.

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Q29. Related BRIDGE-General Education Goals

This question was not displayed to the respondent.

Q30. Related Accreditation Standard (if applicable) State the standard/goal and check the alignment with your program outcome(s). (Example: Learning Outcome (LO) 1: Text entry: NJSPEL Standard 1)

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Q31. Course Mapping. Program Courses and Experiential Learning mapping to Program Outcomes. Continue to map all program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

This question was not displayed to the respondent.

Q32.

Formative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

This question was not displayed to the respondent.

Q33. Name the signature assignment aligned with formative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

This question was not displayed to the respondent.

Q34.

Summative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

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Q35. Name the signature assignment aligned with summative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

This question was not displayed to the respondent.

Q36. Assessment Protocol. What indirect evidence will you collect for your program's formative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, etc. What are your benchmarks for this data? (Ex. 70% of students complete course feedback with resulting mean score of 4.3 out of 5)

Formative Assessment

This question was not displayed to the respondent.

Q37. Assessment Protocol. What indirect evidence will you collect for your program's summative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, graduation rates, etc.

Summative Assessment

This question was not displayed to the respondent.

Q38. Program Assessment Time Frame: Time Frame for Assessing the outcome. Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

This question was not displayed to the respondent.

Location Data

Location: ([39.9727, -74.2474](#))

Source: GeolIP Estimation

