

OFFICE OF ASSESSMENT AND ACCREDITATION
GOAL ASSESSMENT REPORT: AY 06/07
MAJOR: Sports & Recreation Management

Section One: Describe all department activities with respect to improving student learning in the major. This may include new faculty hires, course revisions, assignment creation, rubric revisions, goal evaluations, etc.

Activity Statement:

Section Two: Describe which program goal(s) in the Major Program Plan was assessed during the academic year.

Intended Outcomes 1: Graduates will meet the strategic objectives and directions of the Tiffin University School of Business by demonstrating foundational managerial knowledge in the context of sport.

Assessment Criteria: A minimum of 70% of students in MGT 160, 70% of students in LAW 260, and 80% of students in MGT 360 will receive an average grade of “B” or higher on assignments dealing with a foundational management topic as applied to sport such as budgeting, fundraising, risk assessment, decision making, governance, marketing, or sponsorship.

Results of Outcomes Activity:

2006-2007:	Met	MGT 160: 70% of students (Spring 07 - Tiell) LAW 260: Not taught in AY. MGT 360: 80% of students (Fall 06 – Millar)
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Intended Outcomes 2: Graduates will demonstrate competency in effectively resolving unstructured problems and critically analyzing cases in the context of sport and recreation management.

Assessment Criteria: A minimum of 80 % of students in LAW 260 and 90% of the students in MGT 360 will achieve an average grade of “B” or better on the case analyses requirement.

Results of Outcomes Activity:

2006-2007:	Met	LAW 260: Not Taught in AY. MGT 360: 90% of students (Fall 06 - Millar)
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Intended Outcomes 3: Graduates will demonstrate comprehension of requirements for planning, designing, and operating sport facilities.

Assessment Criteria: A minimum of 85% of the students in MGT 325 will achieve a grade of “B” or better on their facilities project.

Results of Outcomes Activity:

2006-2007:	Met	MGT 325: 85% of students (Fall 06 – Allen)
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Intended Outcomes 4: Graduates will demonstrate a broadened knowledge of career opportunities and qualifications for employment in the sport and recreation field.

Assessment Criteria: A minimum of 80% of the students in MGT 160 will receive a grade of “B” or higher on a career exploration project and 100% of the students in MGT 475 will receive a grade of “B” or higher on the portfolio assignment.

Results of Outcomes Activity:

2006-2007:	Met	MGT 160: 80% of students (Spring 07 – Tiell) MGT 475: 100% of students (Fall 06 – Miller)
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Intended Outcomes 5: Graduates will demonstrate application of enhanced oral and written presentation skills integrating technology for instructional purposes.

Assessment Criteria: A minimum of 85% of students in COM 235 will achieve a grade of “B” or better on an assigned presentation and 85% of the students in MKT 360 will achieve an overall above average or higher rating from an independent evaluator using a form similar to the School of Business Intern Evaluation form.

Results of Outcomes Activity:

2006-2007:	Met	COM 325: Not taught in AY. MKT 360: 85% of students (Spring 07 – Miller)
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Intended Outcomes 6: Graduates will successfully integrate theoretical information in practical situations associated with segments of the sport & recreation industry.

Assessment Criteria:

- A minimum of 90% of students in MGT 475 will achieve an above average or outstanding rating from an outside evaluator on question number 6 of the School of Business Intern Evaluation form.
- A minimum of 90% of students in MGT 325 will achieve an above average or higher rating from an outside evaluator on a form accessing the participation in a field trip to a selected sport organization.

Results of Outcomes Activity:

2006-2007:	Met	MGT 475: 90% of students (FL 06 – Miller) MGT 325: 90% of students (FL 06 – Allen)
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Section Three: Describe analysis of assessment data and action plans for upcoming academic year.

Analysis and Action Plans:

Intended Outcomes 1 - Action Plan: This will be taken out of the assessment criteria for 2007-2008 because the course is structured around cases and tests, not applied sport assignments.

Intended Outcomes 6 – Action Plan: A form will be created to assess participation in a field trip for 2007-2008