

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
School of Management
Bachelor of Sport and Recreation Business (B.S.R.B.)
(2018-2019)

SOM MISSION: We are a learning community where innovation in teaching, discovery and service prepares students for professional success that benefits our community, the state of Alaska and the nation.

SOM VISION: The School of Management will be recognized for high-quality educational programs, hands-on educational opportunities for students, service to the community and accomplished teaching and research faculty. The School of Management strives to be acknowledged as the premier business school in Alaska.

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
1. Operational Knowledge Students should be able to demonstrate a knowledge base and competencies needed within the sport, recreation and tourism industries.	<u>Instrument:</u> Fifty question exit exam developed by SPRT Faculty based on B.S.R.B. degree required courses and COSMA Common Professional Competencies <u>Min. Standard:</u> 80% of students scoring 75% or higher on exit exam.	Summative, direct assessment exam administered in the SPRT 482 Capstone course to all SPRT graduating seniors.
2. Communication Students will demonstrate oral, written, research, career preparation, and interpersonal skills requisite for successful careers in sport, recreation and tourism. 2a. Students will demonstrate written and career readiness requisite of industry professionals 2b. Students will demonstrate oral communication, digital literacy, research and interpersonal skills through sport sales project.	<u>2a. Instrument:</u> Resume Activity <u>2a. Rubric:</u> Rubric covers style, content, grammar/punctuation, experience, and skills. <u>2a. Min. Standard:</u> 75% of students meet or exceed expectations averaged across all five components. 2b. <u>Instrument:</u> Sport Sponsorship Sales Project <u>2b. Rubric:</u> Rubric covers verbal communication, sales research, product information, sales communication for introduction, close and follow-up, and technology requirements for presentation. <u>2b. Min. Standard:</u> 75% of students meet or exceed expectations averaged across all five major components.	<u>2a.:</u> Resume Development administered in Introduction to Sport Management by SPRT Faculty 2b. Sport Sponsorship Sales project will be administered in SPRT 483, Sport Sales course by SPRT Faculty
3. Critical Thinking Utilize in-classroom and outside the classroom experiences to develop globally minded sport, recreation, and tourism professionals	<u>Instrument:</u> Global Legal Research Paper <u>Rubric:</u> Rubric covers topic relevance, introduction, review of literature/body, organization, and mechanics <u>Min. Standard:</u> 75% of students meet or exceed expectations averaged across all five major components.	Global Legal Research Paper will be completed in SPRT 484, Legal Aspects of Sport & Recreation Management
4. Application and Comprehension Apply traditional business management concepts to major	<u>Instrument:</u> Marketing Plan <u>Rubric:</u> Rubric covers Industry/company overview, market analysis, competitive analysis, consumer analysis, marketing mix,	Students develop a marketing plan in SPRT 482 (Sport Marketing) capstone class for a local business

issues facing sport, recreation and tourism managers.	financial analysis, contingency plan, and growth plan. <u>Min. Standard:</u> 75% of students meet or exceed expectations averaged across all eight components of marketing plan.	
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