

Sport & Recreation Management Assessment Plans

I. Mission statement

The sport & recreation management (SRM) program at Indiana University Kokomo provides you with academic knowledge and practical experiences that foster an understanding of and appreciation for the sport and recreation industries.

II. Student learning outcomes

Goal 1: Communicate effectively and professionally

Outcome 1: Students will recognize and use industry terms correctly.
Components: Examinations.

Outcome 2: Students will demonstrate the ability to speak effectively.
Components: Presentations.

Outcome 3: Students will produce professionally written communication.
Components: Term paper assignments.

Outcome 4: Students will demonstrate ability to use technology appropriately to support communication.
Components: Presentations.

Goal 2: Demonstrate leadership skills

Outcome 1: Students will develop leadership skills through group activities and experiential learning activities with leadership opportunities.
Components: Group projects.

Outcome 2: Students will select and use the most suitable decision-making tool for their needs.
Components: Term paper assignments.

Outcome 3: Students will develop the skills of inclusive leadership, valuing and involving all members of the group for their unique contributions.
Components: Group projects, term paper assignments, discussion board assignments.

Outcome 4: Students will evaluate diverse perspectives, navigate the ambiguity, and complexity that comes with multiple perspectives.
Components: Term paper assignments.

Goal 3: Demonstrate problem-solving skills

Outcome 1: Students will evaluate information and its sources critically.
Components: Individual assignments, term paper assignments, case studies.

Outcome 2: Students will develop conclusions and related outcomes that are logical and reflect the evaluation and evidence.

Components: Group projects.

Outcome 3: Students will identify challenges and ethical issues that arise in the sport and recreation industry.

Components: Term paper assignments, individual assignments.

Outcome 4: Students will implement a solution in a manner that addresses thoroughly and deeply multiple contextual factors of the problem.

Components: Individual assignments, case studies.

III. Curriculum map

	Goal 1. Communicate effectively and professionally				Goal 2. Demonstrate leadership skills				Goal 3. Demonstrate problem-solving skills			
	1-1. Students will recognize and use industry terms correctly	1-2. Students will demonstrate the ability to speak effectively	1-3. Students will produce professionally written communication	1-4. Students will demonstrate a ability to use technology appropriately to support communication	2-1. Students will develop leadership skills through group activities and experiential learning activities with leadership opportunities	2-2. Students will select and use the most suitable decision-making tool for their needs	2-3. Students will develop the skills of inclusive leadership, valuing and involving all members of the group for their unique contribution	2-4. Students will evaluate diverse perspectives, navigate the ambiguity, and complexity that comes with multiple perspectives	3-1. Students will evaluate information and its sources critically	3-2. Students will develop conclusions and related outcomes that are logical and reflect the evaluation and evidence	3-3. Students will identify challenges and ethical issues that arise in the sport and recreation industry	3-4. Students will implement a solution in a manner that addresses thoroughly and deeply multiple contextual factors of the problem
Courses and Learning Activities												
SRM4211 Intro to Sport Management	I	I	I	I	I	I	I	I	I	I	I	I
SRM4212 Intro to Sport Information	I	I	I	I	I	I	I	I	I	I	I	I
SRM4213 Sport Facilities Management	P	P	P	P	P	P	P	P	P	P	P	P
SRM4402 Ethics in Sport	X	X	P	X	X	P	X	P	P	R	P	P
SRM4415 Sport Promotion and Public Relations	P	X	P	P	X	X	X	X	P	X	P	P
SRM4418 Sport & Recreation Marketing	R	R	R	R	R	R	R	R	R	R	R	R
SRM4432 Leadership and Management in Sport	R	R	R	R	X	X	X	R	R	X	R	R
SRM4445 Special Topics in Sport & Recreation Management	R	X	R	X	X	R	X	R	R	R	R	R

IV. Assessment Plan

Academic Year 2020-2021

**Student Learning
Outcomes**

- 1-1: Students will recognize and use industry terms correctly.*
- 2-1: Students will develop leadership skills through group activities and experiential learning activities with leadership opportunities.*
- 3-1: Students will evaluate information and its sources critically.*

<p>Measure Description</p>	<ul style="list-style-type: none"> • In order to measure the student learning outcomes, data will be collected from students' examinations, group projects, and individual assignments grades. These course contents are designed to evaluate how well students comprehend the student learning outcomes. • Outcome: 1-1. Students will recognize and use industry terms correctly • Measure: Comprehensive Exams • Program level Direct - Exam • Details/Description: The average exam grades from the following courses will be collected: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 415 Sport Promotion and Public Relations • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport • SRM-R 445 Special Topics in Sport & Recreation Management • Outcome: 2-1. Students will develop leadership skills through group activities and experiential learning activities with leadership opportunities • Measure: Group projects • Program level Direct - Portfolio • Details/Description: Average group project (3-4 members) grades from the following course will be measured: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-R 418 Sport & Recreation Marketing • Outcome: 3-1. Students will evaluate information and its sources critically • Measure: Individual assignments, term paper assignments, case studies • Program level Direct - Portfolio • Details/Description: Average individual (e.g., reading critique) and group assignment (e.g., final research paper) grades from the following courses will be measured: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport • SRM-P 415 Sport Promotion and Public Relations • SRM-R 418 Sport & Recreation Marketing
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	<ul style="list-style-type: none"> • SRM-R 432 Leadership and Management in Sport • SRM-R 445 Special Topics in Sport & Recreation Management
Benchmark/Target	<ul style="list-style-type: none"> • 80% of students will score 70% or higher on the exams, group projects, individual, and case study assignments.

Academic Year 2021-2022	
Student Learning Outcomes	<p>1-2: Students will demonstrate the ability to speak effectively.</p> <p>2-2: Students will select and use the most suitable decision-making tool for their needs.</p> <p>3-2: Students will develop conclusions and related outcomes that are logical and reflect the evaluation and evidence.</p>
Measure Description	<ul style="list-style-type: none"> • In order to measure the student learning outcomes, data will be collected from students' presentations, term paper assignments, case studies, and group projects grades. These course contents are designed to evaluate how well students comprehend the student learning outcomes. • Outcome: 1-2. Students will demonstrate the ability to speak effectively • Measure: Presentations • Program level Direct - Portfolio • Details/Description: Average presentation grades (e.g., chapter presentation, research presentation) from the following courses will be measured: <ul style="list-style-type: none"> • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport

	<ul style="list-style-type: none"> • Outcome: 2-2. Students will select and use the most suitable decision-making tool for their needs • Measure: Term paper assignments • Program level Direct - Portfolio • Details/Description: Average research project and case study grades from the following courses will be measured: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport • SRM-R 418 Sport & Recreation Marketing • SRM-R 445 Special Topics in Sport & Recreation Management • Outcome: 3-2. Students will develop conclusions and related outcomes that are logical and reflect the evaluation and evidence • Measure: Group projects • Program level Direct - Portfolio • Details/Description: Average position paper and case study grades from the following courses will be measured: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport • SRM-R 418 Sport & Recreation Marketing • SRM-R 445 Special Topics in Sport & Recreation Management
Benchmark/Target	<ul style="list-style-type: none"> • 80% of students will score 70% or higher on the presentations, term paper, and case study assignments.

Academic Year 2022-2023

Student Learning Outcomes

- 1-3: Students will produce professionally written communication.*
- 2-3: Students will develop the skills of inclusive leadership, valuing and involving all members of the group for their unique contributions.*
- 3-3: Students will identify challenges and ethical issues that arise in the sport and recreation industry.*

<p>Measure Description</p>	<ul style="list-style-type: none"> • In order to measure the student learning outcomes, data will be collected from students' term paper assignments, discussion board assignments, group projects, and individual assignments grades. These course contents are designed to evaluate how well students comprehend the student learning outcomes. • Outcome: 1-3. Students will produce professionally written communication • Measure: Term paper assignments • Program level Direct - Portfolio • Details/Description: Average written assignment (e.g., research paper, reading critique) grades from the following courses will be measured: <ul style="list-style-type: none"> • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport • SRM-P 415 Sport Promotion and Public Relations • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport • SRM-R 445 Special Topics in Sport & Recreation Management • Outcome: 2-3. Students will develop the skills of inclusive leadership, valuing and involving all members of the group for their unique contribution • Measure: Group projects • Program level Direct - Portfolio • Details/Description: Average group project (e.g., research project, case study assignments) grades from the following courses will be measured: <ul style="list-style-type: none"> • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-R 418 Sport & Recreation Marketing • Outcome: 3-3. Students will identify challenges and ethical issues that arise in the sport and recreation industry • Measure: Discussion board assignments and individual assignments • Program level Direct - Other • Details/Description: Average discussion board assignments and individual assignments (e.g., reading critique) grades from the following courses will be measured: <ul style="list-style-type: none"> • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport
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	<ul style="list-style-type: none"> • SRM-P 415 Sport Promotion and Public Relations • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport • SRM-R 445 Special Topics in Sport & Recreation Management
Benchmark/Target	<ul style="list-style-type: none"> • 80% of students will score 70% or higher on the group projects, term paper, discussion board, and individual assignments.

Academic Year 2023-2024	
Student Learning Outcomes	<p>1-4: Students will demonstrate ability to use technology appropriately to support communication.</p> <p>2-4: Students will evaluate diverse perspectives, navigate the ambiguity, and complexity that comes with multiple perspectives.</p> <p>3-4: Students will implement a solution in a manner that addresses thoroughly and deeply multiple contextual factors of the problem.</p>
Measure Description	<ul style="list-style-type: none"> • In order to measure the student learning outcomes, data will be collected from students' term paper assignments, discussion board assignments, group projects, case studies, and individual assignments grades. These course contents are designed to evaluate how well students comprehend the student learning outcomes. • Outcome: 1-4. Students will demonstrate ability to use technology appropriately to support communication • Measure: Presentations • Program level Direct - Other • Details/Description: Average presentation grades from the following courses will be measured: <ul style="list-style-type: none"> • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 415 Sport Promotion and Public Relations

	<ul style="list-style-type: none"> • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport • Outcome: 2-4. Students will evaluate diverse perspectives, navigate the ambiguity, and complexity that comes with multiple perspectives • Measure: Term paper assignments • Program level Direct - Other • Details/Description: Average discussion board, case studies, term paper assignment grades from the following courses will be measured: <ul style="list-style-type: none"> • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport • SRM-R 445 Special Topics in Sport & Recreation Management • Outcome: 3-4. Students will implement a solution in a manner that addresses thoroughly and deeply multiple contextual factors of the problem • Measure: Group projects, case studies, and individual assignments • Program level Direct - Other • Details/Description: Average group projects, case study, and individual assignment grades from the following courses will be measured: <ul style="list-style-type: none"> • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport • SRM-P 415 Sport Promotion and Public Relations • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport • SRM-R 445 Special Topics in Sport & Recreation Management
Benchmark/Target	<ul style="list-style-type: none"> • 80% of students will score 70% or higher on the presentations, group projects, term paper, case studies, and individual assignments.

Academic Year 2024-2025

**Student Learning
Outcomes**

- 1-1: Students will recognize and use industry terms correctly.*
- 2-1: Students will develop leadership skills through group activities and experiential learning activities with leadership opportunities.*
- 3-1: Students will evaluate information and its sources critically.*

<p>Measure Description</p>	<ul style="list-style-type: none"> • In order to measure the student learning outcomes, data will be collected from students' examinations, group projects, and individual assignments grades. These course contents are designed to evaluate how well students comprehend the student learning outcomes. • Outcome: 1-1. Students will recognize and use industry terms correctly • Measure: Comprehensive Exams • Program level Direct - Exam • Details/Description: The average exam grades from the following courses will be collected: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 415 Sport Promotion and Public Relations • SRM-R 418 Sport & Recreation Marketing • SRM-R 432 Leadership and Management in Sport • SRM-R 445 Special Topics in Sport & Recreation Management • Outcome: 2-1. Students will develop leadership skills through group activities and experiential learning activities with leadership opportunities • Measure: Group projects • Program level Direct - Portfolio • Details/Description: Average group project (3-4 members) grades from the following course will be measured: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-R 418 Sport & Recreation Marketing • Outcome: 3-1. Students will evaluate information and its sources critically • Measure: Individual assignments, term paper assignments, case studies • Program level Direct - Portfolio • Details/Description: Average individual (e.g., reading critique) and group assignment (e.g., final research paper) grades from the following courses will be measured: • SRM-P 211 Intro to Sport Management • SRM-R 213 Intro to Sport Information • SRM-R 319 Sport Facilities Management • SRM-P 402 Ethics in Sport • SRM-P 415 Sport Promotion and Public Relations • SRM-R 418 Sport & Recreation Marketing
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	<ul style="list-style-type: none"> • · SRM-R 432 Leadership and Management in Sport • · SRM-R 445 Special Topics in Sport & Recreation Management
Benchmark/Target	<ul style="list-style-type: none"> • 80% of students will score 70% or higher on the exams, group projects, individual, and case study assignments.