

## BACHELOR OF ARTS IN SPORTS AND RECREATION MANAGEMENT ANNUAL ASSESSMENT PLAN & FINDINGS 2022-2023 ACADEMIC YEAR

2022 – 2023 CURRICULUM MAP								
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5			
	Integrate knowledge from sports recreation and business administration fields.	Examine the relationship between theory and practice.	Analyze effective means of communication in a variety of modalities.	Apply business procedures to team and facilities management.	Assess appropriate decision making skills in a variety of sports and recreation organizations.			
MGT 330 Management for Organizations	ı	ı	ı		ı			
CGD 318 Public Relations Practices & Promotional Writing		R						
BUS 330 Principles of Marketing		R	R	I	R			
BUS 340 Business Communications	R		М					
ACC 205 Principles of Accounting I	R	R						
ACC 307: Intermediate Sports and Recreation Management III	R	R						
BUS 307 Operations Management & Quantitative Techniques	R	R						
SRM 401 Sport Finance	R	R	R	R	R			
SRM 311 Sport Law	R	R	R	R	R			
ECO 203 Principles of Macroeconomics	R				R			
PRM 300 Introduction to Project Management				R				

## $O\!f\!f\!i\!ce\ of\ Assessment\ and\ Curricular\ A\!f\!f\!airs$

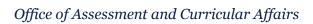


BUS 303 Human Resource Management		R			
SRM 320 Organization & Administration of Sports & Recreation Management		R			М
SRM 300 Sport Facility Management	R	R	R	R	R
SRM 410 Contemporary Issues in Sports Marketing & Management	R	R		М	
SRM 325 Case Research in Sports & Recreation  Management	M	М	М	M	М

I (Introduced), R (Reinforced), or M (Mastered).

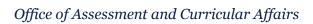


## ANNUAL ASSESSMENT PLAN FINDINGS PLO 1 - Integrate knowledge from sports recreation and business administration fields. **MEASURE ACCEPTABLE TARGET TOTAL NUMBER** TOTAL **ASSESSMENT ASSESSMENT OF STUDENT NUMBER OF RESULTS: RESULTS: RECORDS STUDENT PERCENTAGE OF** 1. EXCEEDS THE **MEETING RECORDS STUDENT ACCEPTABLE ACCEPTABLE OBSERVED RECORDS** TARGET **TARGET** MEETING 2. MEETS THE **ACCEPTABLE** ACCEPTABLE **TARGET TARGET** 3. DOES NOT MEET THE ACCEPTABLE **TARGET** 4. INSUFFICIENT DATA 70% of BA Sports and Recreation 44 54 44 out of 54 Direct Measure 1: 1. EXCEEDS THE SRM320 Final Paper Management students must receive a (81.48%) of **ACCEPTABLE** proficient, or distinguished evaluation on records evaluated **TARGET** relevant content criteria mapped to this PLO. indicate proficient or distinguished performance on this key assignment's





				content criteria mapped to this PLO at the Mastered level.	
Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=41 Mean=714 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	Wean=714 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET

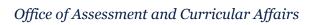




Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	40	41	40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively integrated knowledge from sports recreation and business administration fields.	37	40	92.50% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively integrated knowledge from sports recreation and business administration fields.	1. EXCEEDS THE ACCEPTABLE TARGET

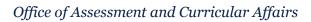


PLO 2 - Examine the re	elationship between theory and practice.				
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: SRM320 Final Paper	70% of BA Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	44	54	44 out of 54 (81.48%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET





Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=41 Mean=714 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	UAGC: N=41 Mean=714 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	40	41	40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

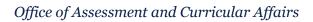




Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively examined the relationship between theory and practice.	38	40	95.00% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively examined the relationship	1. EXCEEDS THE ACCEPTABLE TARGET
				examined the relationship between theory and practice.	

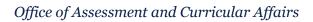


PLO 3 - Analyze effect	ive means of communication in a variety o	f modalities.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: BUS340 Final Paper	70% of Bachelor of Arts in Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	13	13	13 out of 13 (100.00%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET





Direct Measure 2: CPC Comprehensive Exam – Business Communications Section	BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Communications section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=41 Mean=682 Traditional: N=10410 Mean=676 Online: N=11100 Mean=689	UAGC: N=41 Mean=682 Traditional: N=10410 Mean=676 Online: N=11100 Mean=689	On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and below the average of the Traditional Aggregate Pool on the Business Communications section of the Common Professional Component comprehensive exam.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	40	41	40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC	1. EXCEEDS THE ACCEPTABLE TARGET

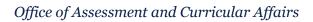




				comprehensive exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively analyzed means of communication in a variety of modalities.	37	40	92.50% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed means of communication in a variety of modalities.	1. EXCEEDS THE ACCEPTABLE TARGET

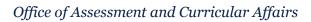


PLO 4 - Apply busines	s procedures to team and facilities manag	ement.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: SRM410 Final Paper	70% of Bachelor of Arts in Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	17	28	17 out of 28 (60.71%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	3. DOES NOT MEET THE ACCEPTABLE TARGET





Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=41 Mean=714 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	UAGC: N=41 Mean=714 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	40	41	40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

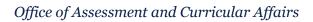




Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree"	36	39	92.31% of BA in Sports and Recreation	1. EXCEEDS THE ACCEPTABLE TARGET
	or "Strongly Agree." The item to be used will			Management	
	be:			students upon	
	I effectively applied business procedures to			completion of the	
	team and facilities management.			program during	
	team and radinates management.			the 2022-23	
				assessment cycle	
				indicated that they	
				agreed or strongly	
				agreed that they	
				effectively applied	
				business	
				procedures to	
				team and facilities	
				management.	

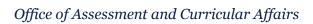


PLO 5 - Assess appropriate decision making skills in a variety of sports and recreation organizations.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: SRM320 Final Paper	70% of BA Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	44	54	44 out of 54 (81.48%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET





Direct Measure 2: CPC Comprehensive Exam – Legal Environment of Business Section	BA Sports and Recreation Management program, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Legal Environment of Business section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=41 Mean=653 Traditional: N=41490 Mean=604 Online: N=43380 Mean=641	UAGC: N=41 Mean=653 Traditional: N=41490 Mean=604 Online: N=43380 Mean=641	On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Legal Environment of Business section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	40	41	40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC	1. EXCEEDS THE ACCEPTABLE TARGET





				comprehensive exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively assessed appropriate decision making skills in a variety of sports and recreation organizations.	36	39	92.31% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively assessed appropriate decision making skills in a variety of sports and recreation organizations.	1. EXCEEDS THE ACCEPTABLE TARGET



## **OVERALL RECOMMENDATIONS**

Overall, it is recommended that the Program Lead for the Bachelor of Arts in Sports and Recreation Management review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2023-2024 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO. Additionally, it is recommended to review SRM410 as the target for PLO 4 was not met.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT					
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
PLO 1-5	Assignment Direct Measures	BA Sports and Recreation Management Program Lead, key faculty	In progress.	2023/2024 assessment cycle	
Action Details	Review the assessment plan		lignment mapping, and targets 3-2024 assessment cycle.	set) and Curriculum Map in	
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
PLO 1-5	Assignment Direct measures	BA Sports and Recreation Management Program Lead, key faculty	In progress	2023/2024 assessment cycle	
Action Details	As the BA Sports and Recreation Management has converted to an emphasis, consider changing an assignment direct measure to SRM300, SRM311, or SRM401 as these are the three emphasis courses. Including all three courses as direct measures is useful for interpreting student learning and maintaining focus of the subject.				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
PLO 1-5	Assignment Direct Measures	BA Sports and Recreation Management Program Lead, key faculty	In progress.	2023/2024 assessment cycle	
Action Details	SRM300 was recently revised, monitor the data to ensure learning outcomes are still being achieved, consider adding this course as an assignment direct measure in the assessment plan.				





OUTCOME	MEASURE	KEY/RESPONSIBLE	STATUS	ANTICIPATED DATE OF
OUTCOME		PERSONNEL	SIAIUS	COMPLETION
		BA Sports and Recreation		
PLO 1-5	Assignment Direct Measures	Management Program	Not started	2023/2024 assessment cycle
		Lead, key faculty		
Action Details	SRM401 will be revised soon, monitor the data to ensure learning outcomes are still being achieved, consider adding this			
	course as an assignment direct measure in the assessment plan.			