

### SLO/Academic Assessment Plan Revision Form

Check one:

- Certificate Academic Assessment Plan
- Undergraduate Academic Assessment Plan
- Graduate Academic Assessment Plan
- Professional Academic Assessment Plan
- Academic Learning Compact (ALC)
- Student Learning Outcomes (SLO)

Major: Sport Management

College: Health & Human Performance

Effective term and year revisions will take place: Term: Fall Year:2013

Revisions requested (check all that apply)

- | <b>Academic Assessment Plans</b>                | <b>ALCs</b>                                      | <b>SLOs</b>   |
|---|--|---|
| <input type="checkbox"/> Rationale              | <input type="checkbox"/> Description of major    | <input type="checkbox"/> SLO                            |
| <input type="checkbox"/> Mission Alignment      | <input type="checkbox"/> Graduation Requirements | <input checked="" type="checkbox"/> Assessment Measures |
| <input type="checkbox"/> Curriculum Map         |  |   |
| <input type="checkbox"/> Assessment Timeline    |  |   |
| <input type="checkbox"/> Assessment Cycle       |  |   |
| <input type="checkbox"/> Methods and Procedures |  |   |
| <input type="checkbox"/> Assessment Oversight   |  |   |
| <input type="checkbox"/> Research               |  |   |
| <input type="checkbox"/> Measurement Tools      |  |   |

Briefly describe the revision(s) including the revised language and provide the rationale/justification for the revision. Templates are available for the curriculum map, assessment timeline, and assessment cycle on the [Institutional Assessment website](#).

This requested revision is in regards to adding three core courses to the Sport Management Curriculum Map so as to adequately address the introduction, reinforcement, and assessment of the program's SLOs. The three courses are SPM 3012 - Sport and Society, SPM 3204 - Ethical Issues in Sport, and SPM 3306 Sport Marketing.

The most glaring rationale for these course additions is to better introduce, reinforce, and assess several of our sport management SLOs. We currently utilize only four core courses and feel the addition of these three courses will allow us to better evaluate the progression of our students toward the SLOs. Having seven core courses affords us the opportunity to introduce, reinforce, and assess each of the SLOs with regards to content knowledge, critical thinking, and communication.

If revising an **Academic Assessment Plan**, please attach the revised plan using the appropriate template found on the [Institutional Assessment Website](#).

If revising an **Academic Learning Compact (ALC)**, please attach both the current ALC and the new revised version.

If revising a **Student Learning Outcome (SLO)**, please complete the following:

1. What types of assessments are or will be used?

- |  |  |
|--|--|
| <input type="checkbox"/> Course-related Exam                         | <input type="checkbox"/> Capstone          |
| <input checked="" type="checkbox"/> Final Paper/Project/Presentation | <input type="checkbox"/> Course Grades     |
| <input type="checkbox"/> Course Assessments/Assignments              | <input type="checkbox"/> Standardized Exam |
| <input type="checkbox"/> Other – please describe here                |  |

2. What assessment methods will be used?

- Rubric
- Exam
- Other – please describe here

3. Who applies the method?

- Faculty Committee
- Single Faculty Member

4. Describe the individual student assessments and the assessment method that will be used to measure each SLO.

In SPM 3012, a final paper will be used to assess SLO 2. In this paper, students will identify the 10 most pressing social issues challenging the sports industry in

the United States, and using specific facts and observations for each issue, demonstrate why the issue is indeed a problem in today's sports landscape.

In SPM 3204, a final project will be used to assess SLO 4. This final project will be require students to choose an ethical dilemma in the sport industry, choose an action related to the selected ethical dilemma, and defend their selection to the class, providing adequate data and knowledge of the situation.

In SPM 3306, students will learn about and develop marketing plans for an sport organization or event in the sport industry.

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