### 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.

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<th>Intended Objectives/Outcomes</th>
<th>Assessment Criteria and Procedures</th>
<th>Implementation (what, when, who)</th>
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<td><strong>1. Operational Knowledge</strong></td>
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<td>Students should be able to demonstrate a knowledge base and competencies needed within the sport, recreation and tourism industries.</td>
<td><strong>Instrument:</strong> Fifty question exit exam developed by SPRT Faculty based on B.S.R.B. degree required courses and COSMA Common Professional Competencies. <strong>Min. Standard:</strong> 80% of students scoring 75% or higher on exit exam.</td>
<td>Summative, direct assessment exam administered in the SPRT 482 Capstone course to all SPRT graduating seniors.</td>
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<td><strong>2. Communication</strong></td>
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| Students will demonstrate oral, written, research, career preparation, and interpersonal skills requisite for successful careers in sport, recreation and tourism. | **2a. Instrument:** Resume Activity  
**2a. Rubric:** Rubric covers style, content, grammar/punctuation, experience, and skills.  
**2a. Min. Standard:** 75% of students meet or exceed expectations averaged across all five components.  
**2b. Instrument:** Sport Sponsorship Sales Project  
**2b. Rubric:** Rubric covers verbal communication, sales research, product information, sales communication for introduction, close and follow-up, and technology requirements for presentation.  
**2b. Min. Standard:** 75% of students meet or exceed expectations averaged across all five major components. | **2a.:** 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. | **Instrument:** Global Legal Research Paper  
**Rubric:** Rubric covers topic relevance, introduction, review of literature/body, organization, and mechanics  
**Min. Standard:** 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 | **Instrument:** Marketing Plan  
**Rubric:** 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.  
Min. Standard: 75% of students meet or exceed expectations averaged across all eight components of marketing plan. |