Student Learning Outcomes
Assessment Summary
2012-2013

MAJOR: Sport Management

DEPARTMENT: Business

1. List Student Learning and/or General Education Outcomes Assessed

The following Student Learning Outcomes and/or General Education Outcomes were assessed in AY 2012 – 2013:

SLO 6: Demonstrate ability to make basic investment and financial decisions for a business using financial management concepts and methods.
   • Related GeSLO: 5

SLO 7: Demonstrate ability to apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.
   • Related GeSLO: 4,5

SLO 8: Demonstrate ability to use quantitative and/or qualitative tools and methodologies to support organizational decision making.
   • Related GeSLO: 4,5

2. Summary of Assessment Results

SLO 6: GeSLO 5

BUS 410: Financial Analysis

Analysis: The stock portfolio project is utilized to assess the ability of student decision making based upon financial knowledge acquired in the course.
80% of students are to earn a “C” or better. The analysis of the data indicates that a minimum of 85% of students in any particular section is the lowest overall percentage earned in sections reviewed during the analysis.

**Target met.**

BUS 411: Corporate Finance

The final exam project requires students to develop a comprehensive multi-layered labor relations contract document and spreadsheet. It demonstrates the ability of students to turn conceptual ideas and concepts into practical solutions. It takes information learned in multiple courses and requires specific application.

The goal is for 80% of students to earn a “C” or better. The analysis of the data indicates that a minimum of 67% of students in any particular section is the lowest overall percentage earned in sections reviewed during the analysis. When combining all sections, the target has been met. The negative unsuccessful target was in a course that only had six students in the section and may have been adversely affected by the small class size.

**Target met.**

*SLO 7: GeSLO 4, 5*

BUS 101: Financial Accounting

<table>
<thead>
<tr>
<th>Course</th>
<th>BUS 101</th>
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</thead>
<tbody>
<tr>
<td>Assessment Tool</td>
<td>Final Exam</td>
</tr>
<tr>
<td>Target:</td>
<td>70% of students earn a “C” or better</td>
</tr>
<tr>
<td>Result:</td>
<td><strong>Target met</strong>--71% of students earned a “C” or better</td>
</tr>
</tbody>
</table>

**Analysis:** All students are meeting the benchmark for assessment criteria of SLO 7. Students could demonstrate ability to apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

**Target met.**

BUS 200: Managerial Accounting

<table>
<thead>
<tr>
<th>Course</th>
<th>BUS 200-01 (Spring 2013)</th>
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</thead>
<tbody>
<tr>
<td>Assessment Tool</td>
<td>Final Exam</td>
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</tbody>
</table>
Target: 70% earn “C” or better on the final exam.
Result: **Target met.** 75% of the students achieved greater than a 70% on the final exam (12 of 16).

Course: BUS 200-02 (Spring 2013)
Assessment Tool: Final Exam
Target: 70% earn “C” or better on the final exam.
Result: **Target met.** 86% of the students achieved greater than a 70% on the final exam (12 of 14).

Course: BUS 200-40 (Spring 2013)
Assessment Tool: Final Exam
Target: 70% earn “C” or better on the final exam.
Result: **Target met.** 73% of the students achieved greater than a 70% on the final exam (8 of 11).

Course: BUS 200-01 (Fall 2012)
Assessment Tool: Final Exam
Target: 70% earn “C” or better on the final exam.
Result: **Target met.** 77% of the students achieved greater than a 70% on the final exam (10 of 13).

Course: BUS 200-20 (Fall 2012)
Assessment Tool: Final Exam
Target: 70% earn “C” or better on the final exam.
Result: **Target met.** 100% of the students achieved greater than a 70% on the final exam (14 of 14).

Course: BUS 200-01 Spring (2012)
Assessment Tool: Final Exam
Target: 70% earn “C” or better on the final exam.
Result: **Target not met.** 63% of the students achieved greater than a 70% on the final exam (11 of 16).

Course: BUS 200-02 Spring (2012)
Assessment Tool: Final Exam
Target: 70% earn “C” or better on the final exam.
Result: **Target not met.** 45% of the students achieved greater than a 70% on the final exam (9 of 20).
**Analysis:** Students are meeting the proficiency measures established in SLO 7. The period evaluated included all sections of the course offered. When combining all sections a total of 82 out of 116 students achieved a 70% or higher on the final exam. This indicates that 70.6% earned a “C” or better on the final exam. The target was 70%. Therefore, the **target was met.** Further analysis revealed that the early sections of managerial accounting struggled to meet the target while the more current sections achieved the target with greater ease. This improvement was seen based on an increased emphasis on project related assignments to ensure the content theory was transferrable to applied practical application.

**Target met.**

BUS 250: Accounting Principles

<table>
<thead>
<tr>
<th>Assessment Tool:</th>
<th>Accounting Project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target:</strong></td>
<td>70% of students earn a “C” or better</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td><strong>Target met</strong> --96% of students earned a “C” or better</td>
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</tbody>
</table>

**Analysis:** All students are meeting the benchmark for assessment criteria of SLO 7 in business degrees. Students could demonstrate ability to apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

**Target met.**

**SLO 8: GeSLO 4, 5**

BUS 200: Managerial Accounting

<table>
<thead>
<tr>
<th>Course:</th>
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<tr>
<td><strong>Assessment Tool:</strong></td>
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<tr>
<td><strong>Target:</strong></td>
<td>70% earn “C” or better on the final exam.</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td><strong>Target met</strong>. 75% of the students achieved greater than a 70% on the final exam (12 of 16).</td>
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<tr>
<td>Course:</td>
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<tr>
<td>BUS 200-02</td>
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<td>BUS 200-40</td>
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<td>BUS 200-01</td>
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<td>BUS 200-20</td>
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<tr>
<td>BUS 200-01</td>
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</table>


Result: **Target not met.** 50% of the students achieved greater than a 70% on the final exam (6 of 12).

**Analysis:** Students are meeting the proficiency measures established in SLO 8. The period evaluated included all sections of the course offered. When combining all sections a total of 82 out of 116 students achieved a 70% or higher on the final exam. This indicates that 70.6% earned a “C” or better on the final exam. The target was 70%. Therefore, the **target was met.** Further analysis revealed that the early sections of managerial accounting struggled to meet the target while the more current sections achieved the target with greater ease. This improvement was seen based on an increased emphasis on project related assignments to ensure the content theory was transferrable to applied practical applications.

**Target met.**

BUS 410: Financial Analysis

<table>
<thead>
<tr>
<th>Course:</th>
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<tbody>
<tr>
<td>Assessment Tool:</td>
<td>Stock Investment Project &amp; Corporate Company Project</td>
</tr>
<tr>
<td>Target:</td>
<td>80% of students earn a “C” or better</td>
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<tr>
<td>Result:</td>
<td>Target met -- 85% of students earned a “C” or better</td>
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**Analysis:** A large percentage of students are meeting the benchmark for assessment criteria of SLO 8 in this core course. The students are demonstrating that the concepts and theories can be translated into practical knowledge.

**Target met.**

BUS 411: Corporate Finance

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<thead>
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<tbody>
<tr>
<td>Assessment Tool:</td>
<td>Final Exam Project</td>
</tr>
<tr>
<td>Target:</td>
<td>80% of students earn a “C” or better</td>
</tr>
<tr>
<td>Result:</td>
<td>Target met -- 93% of students earned a “C” or better</td>
</tr>
</tbody>
</table>

**Analysis:** Students are meeting the proficiency measures established in SLO 8. The measure should move towards a separate project irrespective of the identified projects regarding this measure.

**Target met.**
BUS 426: Strategic Management

**Course:** BUS 426 (Fall 2012 MWF 12:45pm)
**Assessment Tool:** Final Exam (SLO 8)
**Target:** 80% of students earn a “C” or better
**Result:** Target met -- 88% of students earned a “C” or better

**Course:** BUS 426 (Fall 2012 Adult Education)
**Assessment Tool:** Final Exam (SLO 8)
**Target:** 80% of students earn a “C” or better
**Result:** Target met -- 100% of students earned a “C” or better

**Course:** BUS 426 (Fall 2012 MWF 11:30am)
**Assessment Tool:** Final Exam (SLO 8)
**Target:** 80% of students earn a “C” or better
**Result:** Target met -- 100% of students earned a “C” or better

**Course:** BUS 426 (Spring 2013 T/TH 9:30am)
**Assessment Tool:** Final Exam (SLO 8)
**Target:** 80% of students earn a “C” or better
**Result:** Target met -- 88% of students earned a “C” or better

**Analysis:** All sections of strategic management met the benchmark for assessment criteria of SLO 8 in the BS degree. Students in strategic management typically will meet or exceed the measure. This is a senior level management course which is a compilation of learning up to this point. Prerequisites are always adhered to in both the day and evenings program. Analysis of this course for the fall 2011-spring 2012 suggested improved advising in the evening program to adhere to the prerequisites produced significant improved results.

A common student complaint is the workload that accompanies this course. Requirements include reading the text, business research and analysis, and significant writing assignments, as well as a group project. While some flexibility was introduced for the 2012-2013 academic year allowing instructors to eliminate one of the case studies if time constraints exist, the amount of time students spend writing executive summaries, etc. is still considerable.

**Target met.**
SM 201: Introduction to Sport Management

SLO#: SLO 8  
Course: SM 201-01 (Fall 2012)  
Assessment Tool: Final Exam  
Target: 70% of students earn a “C” or better  
Result: Target met--74% of students earned a “C” or better

SLO#: SLO 8  
Course: SM 201-01 (Fall 2011)  
Assessment Tool: Final Exam  
Target: 70% of students earn a “C” or better  
Result: Target met--81% of students earned a “C” or better

Analysis: SM 201 met the benchmark for assessment of SLO 8 but there is significant room for improvement. The students enrolled in SM 201 are typically first semester, first year students. As one of their first courses as college students, they need to adjust to the rigors and expectations of academic rigor at the university level.

Target met

3. Proposed changes

SLO 6: GeSLO 5

BUS 410: Financial Analysis

The course direction will be changing in the fall semester of 2013. The direction of the course will be more directed toward the understanding of financial markets and financial institutions. Therefore, the assessments or SLOs for the course will have to be changed due to the emphasis of the course changing. These changes should give students a better understanding of the field of finance and the knowledge necessary to do the financial analysis in BUS 411 (Corporate Finance).

BUS 411: Corporate Finance

The course direction will be changing in the fall semester of 2013. The direction of the course will be more directed toward the understanding of financial analysis and applications. BUS 410 will be moving towards a course with content in the financial
markets area. Therefore, corporate finance will be altered to address financial analysis and application. This may cause the SLOs to be altered for this course moving forward.

**Demonstrate commitment to growth and improvement:** Our department met to discuss the assessment process for the department. The department agreed that the assessment tools utilized to determine program success must move from course based singular assignment to embedded several year assessment pieces that measure individual growth over their time at Alvernia University.

**SLO 7: GeSLO 4, 5**

BUS 101: Financial Accounting

Additional practical applications to help students apply comprehensive theory in a practical setting which should improve student understanding of accounting concepts will be implemented.

BUS 200: Managerial Accounting

Course content will be continued through the next evaluation period to ensure continued success in content delivery since this course is a foundational course that others build upon. Core conceptual understanding is necessary to help students achieve success in the program in their junior and senior years.

BUS 250: Accounting Principles

Accounting students are specific to this course, therefore the course is limited to students who are accounting majors and very interested in the topic. No changes recommended at this time.

**Demonstrate commitment to growth and improvement:** Our department met to discuss the assessment process for the department. The department agreed that the assessment tools utilized to determine program success must move from course based singular assignment to embedded several year assessment pieces that measure individual growth over their time at Alvernia University.

**SLO 8: GeSLO 4, 5**

BUS 200: Managerial Accounting

Course content will be continued through the next evaluation period to ensure continued success in content delivery. This course is a foundational course and success in the
program requires students’ to build on their accounting understanding in their junior and senior years.

BUS 410: Financial Analysis

The course direction will be changing in the fall semester of 2013. The direction of the course will be more directed toward the understanding of Financial Markets and Financial Institutions, therefore the assessments or SLO’s for the course will have to be changed due to the emphasis of the course changing. These changes should give the students a better understanding of the field of finance and the knowledge to do the financial analysis in BUS 411 (Corporate Finance).

BUS 411: Corporate Finance

The course content is being substantially rewritten to reflect a need to increase student knowledge in financial markets. Financial analysis will be more fully developed in the BUS 411 Corporate Finance course. This change will require a potential alteration in SLO alignment moving forward.

BUS 426: Strategic Management

The department personnel met in June 2012 to analyze applicable SLO’s for each course. It was determined that SLO 8 is a more accurate assessment of the strategic management than all SLO’s required in the initial round of assessment criteria. SLO 8 assesses the student’s ability to use quantitative and/or qualitative tools and methodologies to support organizational decision making.

It is recommended that at least one written case analysis be assigned during class time. This reduces the amount of assignments outside of class time, but still requires students to analyze, formulate and recommend decisions appropriate within the scope of strategic management. Clear, concise writing is assessed as well as the ability to apply concepts in a timely manner. This exercise reduces access to online materials which restricts the student’s ability to copy the work of others.

**Demonstrate commitment to growth and improvement:** Our department met to discuss the assessment process for the department. The department agreed that the assessment tools utilized to determine program success must move from course based singular assignment to embedded several year assessment pieces that measure individual growth over their time at Alvernia University.
SM 201: Introduction to Sport Management

The professor should recognize that for a majority of students enrolled in SM 201 this course is one of their first courses at a university. Therefore, extra attention should be paid to setting expectations, reviewing course material, and highlighting the key behaviors of successful business students.

Overall Summary

In evaluating student learning outcomes 6, 7, and 8 for the sport management program the data indicates that the students are meeting the outcomes. While there are some areas that need to be addressed, the overall improvement in student comprehension is commendable. The proposed changes and alterations will continue to improve the program and strengthen the position of our students in their respective fields.


In 2013-2014, SLOs 9, 1 & 2 will be evaluated.

The evaluation of SLO 9 in this next cycle will look at student learning outcomes specific to the sport management major. This will provide a very focused look at individual program achievement. The Accreditation Council of Business Schools and Programs (ACBSP) require all business majors to have a command of basic core competencies which are dispersed throughout the business courses.

The evaluation of SLO 1 and SLO 2 in the next cycle provides for an external review of the core competencies and provides comparative data from a nationally normed exam and simulation. The MFT provides data on hard skills and the Iliad simulation provides data on soft skills. The information provides the department and the accrediting body with an outside perspective of program success and critical feedback for program development.

Finally, the business department formalized the data collection process to provide a pathway for continuous program evaluation and assessment. The approved document is provided so that assessment committee members can see the seriousness with which the business department takes assessment. The document follows.
Business Department Assessment Steps

Approved by Business Department vote on 5/28/2013.

1. **Spreadsheet** – By the Friday after fall and spring graduation. Give Drena data for each course that is taught. Drena enters the data onto a master spreadsheet. Drena collects data from every professor for every course taught in every location including online. This spreadsheet will be stored on the S Drive under Business Department/Assessment Data/year/Spreadsheet.

2. **Business Department Course Summary Sheets**. By June 1st of each year. Each full time professor utilizes the data from the spreadsheet in step 1 above and completes a Course Summary Sheet for each course that such full time professor has oversight responsibility each year regardless of whether the course includes any SLO being analyzed that year. The Business Department Course Summary Sheets will be saved in the S Drive under Business Department/Assessment Data/year/Summary Sheets/course number (including undergraduate and graduate courses).

3. **Program Assessment**. By June 7th of each year. Each full time professor completes a Student Learning Outcomes Assessment Summary for the current year (located on the S Drive in the Assessment folder) for the major they have oversight for, for each of the SLO's being assessed that year (ie - Dr. Berret completes the Program Assessment Summary for HR for 2012-2013 for SLOs 6, 7 and 8 based on the Business Department Course Summary Sheets saved on the S Drive in step 2 above).

4. **TK20 Program Data**. By June 15th of each year. From the login screen on Alvernia.edu, each full time professor will login to TK20 and enter the Program Assessment data from Step 3 above for the major for which they have oversight.