

Neumann University Program Assessment Plan

Division: Business and Information Management (Graduate)

Sport and Entertainment Management (SEM) Graduate Program: Learning Outcomes	Apply the knowledge of ethical values to practical decision-making	Utilize management, technology and communication skills in business situations
Area of Development		
How do students learn this? In what course(s) and/or co-curricular experience(s)?	BUS 510, SEM 610	BUS 510, SEM 670
How and in what course do they demonstrate that they've achieved this outcome?	SEM 610	SEM 670
Assessment Protocol		
How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment?*	Final project - Ethical Issue Research Paper	At completion of course: Co-op supervisor evaluation of items 4 & 5 of rubric
What do you consider satisfactory achievement of this outcome? WHY?	Aggregate 80% score for 6 components	80% in each category
Time Frame		
When will you assess this outcome?		

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Sport and Entertainment Management (SEM) Graduate Program: Learning Outcomes	Appreciate the diversity of a global society, and the influence of that diversity on planning, organizing, and implementing decisions in the sport and entertainment industry	Understand the law and legal processes and the role of those protocols in resolving real or "realistic" scenarios
Area of Development		
How do students learn this? In what course(s) and/or co-curricular experience(s)?	BUS 510; SEM 515, 545, 570, 620, 670	SEM 540
How and in what course do they demonstrate that they've achieved this outcome?	SEM 670	SEM 540
Assessment Protocol		
How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment?*	At completion of course: student writes final paper summarizing Co-Op experience, following prescribed format	Mock case studies
What do you consider satisfactory achievement of this outcome? WHY?	80% or grade of B for paper	score of 80%
Time Frame		
When will you assess this outcome?		

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Sport and Entertainment Management (SEM) Graduate Program: Learning Outcomes	Utilize marketing processes and theories in developing promotional strategies for a variety of sport and entertainment businesses	Apply research skills and theories in planning and developing a major project or research endeavor
Area of Development		
How do students learn this? In what course(s) and/or co-curricular experience(s)?	SEM 545,570,620	BUS510,SEM660
How and in what course do they demonstrate that they've achieved this outcome?	SEM 570	SEM 690
Assessment Protocol		
How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment?*	Marketing Plan	Submission of final project
What do you consider satisfactory achievement of this outcome? WHY?	score of 80%	Score of 80
Time Frame		
When will you assess this outcome?		