

Date: 6/8/22

Program Name: Sport Management

CIP Code: 31.0504

Department: A&L

Domain	Program-Level Student Learning Outcome (From ALC or ALP)	Year 1	Year 2	Year 3	Year 4	Year 5
		2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	Principles of sport management to various sport management practice		X			
Content	Competencies of sport management and their applications in a practical environment		X		X	
Content	Effects of globalization and governance that occur in the sport industry	X		X		
Content	Opportunities for career and professional development in the sport industry		X		X	
Communication	Written and verbal communication skills appropriate for sport management practice	X		X		
Critical Thinking	Qualitative and quantitative research skills to sport management practice					
			X		X	
Integrity / Values	Ethical dilemmas encountered in sport management practice	X		X		
Integrity / Values	Critical role of diversity in successful sport management practice	X		X		

Assessment Activity (Examples)

- Gather baseline data
- (Revise rubric; gather data)
- Implement actions for improvement
- Follow-up assessment (impact data)

Methods of Assessment

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|-------------------------|---------------------------|----------------------------------|
| Direct Measures: | Indirect Measures: | External Direct Measures: |
| Exam questions | Focus group | Supervisor/Employer feedback |
| Student paper (rubric) | Exit interview | External Professional Exam |
| Presentation (rubric) | Alumni survey | |

Revised 3/1/22