

Date:7/12/22

Program Name: MSA, Specialization Sport Administration

CIP Code: 52.0206

Department: A&L

		Year 1	Year 2	Year 3	Year 4	Year 5
Domain	Program-Level Student Learning Outcome (From ALC or ALP)	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	Analyze effective leadership/management strategies to run sport organizations.	Data collection-baseline data	Implement Action Plan	Data Collection- Follow-up assessment		
Content	Demonstrate how data impacts most sport business decisions.		Data collection-baseline data	Implement Action Plan	Data Collection- Follow-up assessment	
Content	Apply theory/skills learned in program to a real life setting		Data collection-baseline data	Implement Action Plan	Data Collection- Follow-up assessment	
Communication	Apply effective written and verbal communication skills appropriate for sport management practice		Data collection-baseline data	Implement Action Plan	Data Collection- Follow-up assessment	
Critical Thinking	Analyze how technology is changing the nature of the sport industry.		Data collection-baseline data	Implement Action Plan	Data Collection- Follow-up assessment	
Integrity / Values	Apply ethical judgement and analysis to managerial decisions made in the sport industry.		Data collection-baseline data	Implement Action Plan	Data Collection- Follow-up assessment	

**Assessment Activity (Examples)**

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

updated 5/12/2023

**Methods of Assessment**

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