Student Learning Outcome:  Sport Management MS 2

Critically analyze sport management scholarship and case studies and demonstrate practical conclusions in sport management settings.

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 08/24/2015

**Assessment Methods**

- Students will exhibit competent performance on the scoring rubric in selected course assignments in financial management, marketing, and ethics.  (Active)
- **Criterion:** 80% of students will score 80% or above
- **SPMT 5325 Ethics and Morality in Sport through two case study analyses using scoring rubric**
- **Related Documents:**  
  - MS in Sport Management Benchmark 2.1 5325 update 12-21-16. (no longer used)

- Students will demonstrate the ability to critically assess the impact of sport on American culture and it implications for the field of sport management and society overall. (Active)
- **Criterion:** SPMT 5328

- Students will earn 80% or higher on all sections of the SPMT 5003 portfolio, which is the capstone performance-based assessment of each student’s successful completion of the degree.  (Active)
- **Criterion:** Pass or fail (80% or higher) on section A to complete the master’s degree comprehensive evaluation and earn 80% or higher on all sections of the SPMT 5003 portfolio.
- **SPMT 5003 using a scoring rubric for the course portfolio**
- **Related Documents:**  
  - MS in Sports Management Benchmark 2.3 Rubric.docx

Student Learning Outcome:  Sports Management MS 1

Demonstrate advanced critical thinking skills when analyzing sport management issues and the ability to make applications of sport management knowledge.
Degree Program - AS - Sport Management (MS)

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/29/2016

Assessment Methods

Students will demonstrate the ability to design, organize, market, and/or implement socially responsible sport-related events within a sport management setting. (Active)

Criterion: 80% of students will score 80% or above

SPMT 5329 using a scoring rubric of the overall execution of a sporting event

SPMT 5324 using a scoring rubric for a sport marketing plan

Related Documents:
MS in Sports Management_Benchmark 1.1 Rubric.docx

Students will be able to analyze financial data and develop, describe, and defend a budget for a sport organization. (Active)

Criterion: 80% of students will score 80% or above

Students will earn 80% or higher on all sections of the SPMT 5003 portfolio, which is the capstone performance-based assessment of each student’s successful completion of the degree. (Active)

Criterion: Pass or fail (80% or higher) on section A to complete the master’s degree comprehensive evaluation and earn 80% or higher on all sections of the SPMT 5003 portfolio.

SPMT 5003 using a scoring rubric for the course portfolio

Related Documents:
MS in Sports Management_Benchmark 1.3 Rubric.docx

Student Learning Outcome: Sport Management MS 3

Demonstrate the knowledge and ability to apply sport leadership and management theories and practices in sport-based projects and understand their application in sport management settings.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/29/2016

Assessment Methods

Students will exhibit knowledge of responsible leadership and management theories and make applications within a sport management setting. (Active)

Criterion: 80% of students will score 80% or above

SPMT 5320 through two case study analyses using scoring rubric

Students will demonstrate an understanding and the ability to apply organizational theories as these relate to organizational culture and change. (Active)
### Students will earn 80% or higher on all sections of the SPMT 5003 portfolio, which is the capstone performance-based assessment of each student’s successful completion of the degree. (Active)

| **Criterion:** Pass or fail (80% or higher) on section A to complete the master’s degree comprehensive evaluation and earn 80% or higher on all sections of the SPMT 5003 portfolio.  
SPMT 5003 using a scoring rubric for the course portfolio  
**Related Documents:** [MS in Sports Management Benchmark 3.3 Rubric.docx](#) |