



Academic Learning Compact

Sport Management

Program Mission Statement

The mission of the program is to provide our students with the critical sport management curriculum and skill sets to be competitive for leadership positions within the sport industry. Our geographic location, as well as our positive relationships in the sport industry provides optimal conditions for student success. We are committed to providing our students access to the most contemporary research, technologies, and transformational learning opportunities available. This is accomplished through the completion of a required internship, as well as other opportunities to engage in meaningful community-based transformational learning (CBTL) initiatives. Such experiences, coupled with the knowledgeable instruction of our faculty, allow our students to differentiate themselves from students in other programs. We are committed to meeting the needs of the sport community and on the creation of meaningful practical and theoretical research which equips our students for success in a competitive industry.

Student Learning Outcomes

Graduates will be able

Content/Discipline-Specific Knowledge/Skills

- Demonstrate professional skills and dispositions in field experiences.
- Analyze legal issues relevant to sport management.
- Analyze the organizational structure of sport governing bodies.
- Identify and explain the socio-cultural variables that influence sport.
- Evaluate the financial solvency of a sport organization.
- Identify operations, structures, and functions of sport organizations.

Communication Skills

- Apply principles of oral and written communication.
- Demonstrate skills in the selection and use of technology as tools for effective communication.

Critical Thinking Skills

- Identify and explain fundamental marketing concepts in the context of sport.
- Identify sport management related problems and formulate potential solutions.

Assessment Approaches

We assess content by using a variety of measures. This is accomplished through the use of examinations and quizzes, communication methods (oral and written), and critical thinking through field experiences. Sport management candidates are to complete a graduating senior survey, which is based on the program's learning outcomes. The results of this survey are analyzed by program faculty and used to make curricular changes as necessary. Our program learning outcomes state that our students are to be able to:

- Apply principles of oral and written communication relevant to sport management.
- Demonstrate skills in the selection and use of technology as tools for effective communication.
- Demonstrate professional skills and dispositions in field experiences.
- Analyze legal issues relevant to sport management.
- Identify and explain fundamental marketing concepts in the context of sport.
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- Identify a sport management related problem and formulate and evaluate potential solutions.