

USU Masters of Sport Management Student Learning Outcomes

1. Students will be able to effectively apply knowledge in the vast areas of the sport industry to analyze issues, make decisions, and form evidence-based judgments and strategies related to the field of sport management.
2. After completing the program students will demonstrate the understanding and ability to critically analyze situations and apply appropriate principles, approaches and rationales to complex and diverse settings in the sport industry.
3. Students will develop the and effectively utilize interpersonal communication skills to describe and disseminate information in a variety of oral, written, technological and electronic formats to diverse populations such as stakeholders, employees, and managers.
4. Upon degree completion students will have experienced many applied sport industry learning opportunities, which will promote professional development and preparation for careers and professional involvement the sport industry.

USU Masters of Sport Management Student Learning Outcome Assessment Plan

Student Learning Outcome Measures	Benchmark/Program Goal	Assessment Outcomes and Results
Learning Objective 1 - Students will be able to effectively apply knowledge in the vast areas of the sport industry to analyze issues, make decisions, and form evidence-based judgments and strategies related to the field of sport management.		
Internship Supervisor Evaluation (objective specific questions)	85% of students will be rated at 4 (above average) or higher on appropriate evaluation responses	TBD
Sport Marketing Marketing Plan	85% of students will achieve at least 80% on this assignment	TBD
Intercollegiate Athletics Module 8 Paper	85% of students will achieve at least 80% on this assignment	
Learning Objective 2 - After completing the program students will demonstrate the understanding and ability to critically analyze situations and apply appropriate principles, approaches and rationales to complex and diverse settings in the sport industry.		
Internship Supervisor Evaluation (objective specific questions)	85% of students will be rated at 4 (above average) or higher on appropriate evaluation responses	TBD
Sport Finance Naming Rights Case Study	85% of students will achieve at least 80% on this assignment	TBD
Sport Sales Pricing Assignment	85% of students will achieve at least 80% on this assignment	TBD
Learning Objective 3 - Students will develop the and effectively utilize interpersonal communication skills to describe and disseminate information in a variety of oral, written, technological and electronic formats to diverse populations such as stakeholders, employees, and managers.		
Internship Supervisor Evaluation (objective specific questions)	85% of students will be rated at 4 (above average) or higher on appropriate evaluation responses	TBD
Final Project or Internship Presentation	85% of students will achieve at least 80% on this assignment	TBD

Sport Sales Sales Professional Interview	85% of students will achieve at least 80% on this assignment	TBD
Learning Objective 4 - Upon degree completion students will have experienced many applied sport industry learning opportunities, which will promote professional development and preparation for careers and professional involvement the sport industry.		
Internship Supervisor Evaluation (objective specific questions)	85% of students will be rated at 4 (above average) or higher on appropriate evaluation responses	TBD
End of Program Survey	85% of students will rate the program at 4 (above average) or higher on appropriate questions related to career readiness	TBD
End of Program Survey	85% of students will rate the program at 4 (above average) or higher on appropriate questions related to the appropriate amount of applied assignments and experiences to promote professional development	TBD