

Program-Level Student Learning Outcomes Matrix –
Academic Year 2018 – 2019

| Identify Each Student Learning Outcome and Measurement Tool(s) | Identify the Benchmark | Total Number of Students Observed | Total Number of Students Meeting Expectation | Assessment Results: Percentage of Students Meeting Expectation | Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data |
|---|--|-----------------------------------|--|--|--|
| SLO 1 - Students should be able to describe the ethical obligations and responsibilities of sport business | | | | | |
| Measure 1 – Direct Critique of an Editorial or Study assignment (SPB 330) | 80% of students will attain a grade of 80% or higher on an ethical paper | 31 | 30 | 96% | 3 |
| Measure 2 – Direct Ethics in Film Analysis (SPB 330) | 80% of students will attain a grade of 80% or higher on an ethical assignment | 31 | 29 | 93% | 3 |
| Measure 3 – Indirect Internship Supervisor Evaluation | 80% of students attain an average score of 8 or higher (1-10 scale) on the “Reliability, Responsibility, and Initiative” measure from the internship site supervisor | 16 | 15 | 94% | 3 |
| Measure 4 – Indirect Internship Supervisor Evaluation | 80% of students attain an average score of 8 or higher (1-10 scale) on the “Ethics” measure from the internship site supervisor | 16 | 16 | 100% | 3 |
| SLO 2 Students should be able to demonstrate an ability to communicate effectively with customers, colleagues, and media in the sport industry | | | | | |
| Measure 1 – Direct Mock interview (SPB 449) | 80% of student’s will receive a grade of 80% or higher on mock interview scores | 38 | 36 | 94% | 3 |

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| Measure 2 – Direct Internship Portfolio (SPB496) | 80% of students write a successful final report and deliver a quality PowerPoint presentation (Grade > 77%) | 16 | 16 | 100% | 3 |
| Measure 3 – Indirect Internship Supervisor Evaluation | 80% of students attain an average score of 8 or higher (1-10 scale) on the “Verbal and Written Communication” measures from the internship site supervisor | 16 | 13 | 81% | 2 |
| Measure 4 – Indirect Internship Supervisor Evaluation | 80% of students attain an average score of 8 or higher (1-10 scale) on the “Interpersonal Skills and Teamwork” measures from the internship site supervisor | 16 | 15 | 94% | 3 |
| SLO 3 Students should be able to critically analyze and evaluate the current issues in sport | | | | | |
| Measure 1 – Direct Capstone Course (SPB 449) Current Issues paper and presentation | 80% of students write a successful Current Issues paper and deliver a quality PowerPoint presentation (Grade > 77%) | 39 | 26 | 67% | 1** |
| Measure 2 – Direct Internship Portfolio (SPB496) | 70% of students will write a successful final forecasting section for their internship report and deliver a quality PowerPoint presentation (Grade > 77%) | 16 | 15 | 94% | 3 |
| Measure 3 – Indirect Internship Supervisor Evaluation | 80% of students attain a score of 8 or higher (1-10 scale) on the “Critical | 16 | 15 | 94% | 3 |

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| | Thinking” measure from the internship site supervisor | | | | |
| Measure 4 – Indirect Apprenticeship Supervisor Evaluation | 70% of students attain a score of 3 or higher (1-4 scale) on the “Critical Thinking” measure from the apprenticeship site supervisor | 32 | 32 | 100% | 3 |
| SLO 4 Students should be able to demonstrate effective event management skills | | | | | |
| Measure 1 – Direct Event Planning Project (SPB 230) | 80% of students will attain a score of 80% or higher on event planning project | 44 | 44 | 100% | 3 |
| Measure 2 – Direct Driveway to Driveway Event (SPB 230) | 80% of students will attain a score of 80% or higher on project examining their event management skills | 44 | 41 | 93% | 3 |
| Measure 3 – Indirect Event Volunteer Participation (SPB 101) | 80% of students will complete 2 or more event management volunteer opportunities | 68 | 47 | 69% | 1*** |
| Measure 4 – Indirect Event Volunteer Participation (SPB 230) | 80% of students will complete 2 or more event management volunteer opportunities | 44 | 40 | 91% | 3 |
| SLO 5 Students should be able to demonstrate professional and job specific knowledge and skills acquired in sport business courses through experiential learning | | | | | |
| Measure 1 – Direct Marketing Plan Project (SPB 360) | 80% of students will attain a score of 80% or higher on marketing plan for outside agency | 25 | 25 | 100% | 3 |
| Measure 2 – Direct Log submissions (SPB 295) | 80% of students will attain a grade of 80% or higher on log submissions | 45 | 31 | 69% | 1* |
| Measure 3 – Indirect | 80% of students will attain a score of 80% of higher | 38 | 36 | 94% | 3 |

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| Mock Interview Assignment (SPB 449) | on the mock interview assignment | | | | |
| Measure 4 – Indirect Internship Supervisor Evaluation | 80% of students will attain a score of 8 or higher (1-10 scale) on the “Professionalism” component of the internship evaluation | 16 | 15 | 94% | 3 |