

Program-Level Student Learning Outcomes Matrix – Academic Year  
2019 – 2020

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
<b>SLO 1 - Students should be able to describe the ethical obligations and responsibilities of sport business</b>					
<b>Measure 1 – Direct</b> Critique of an Editorial or Study assignment (SPB 330)	80% of students will attain a grade of 80% or higher on an ethical paper	30	26	87%	3
<b>Measure 2 – Direct</b> Ethics in Film Analysis (SPB 330)	80% of students will attain a grade of 80% or higher on an ethical assignment	30	27	90%	3
<b>Measure 3 – Indirect</b> 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	18	18	100%	3
<b>Measure 4 – Indirect</b> 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	18	17	94%	3
<b>SLO 2 Students should be able to demonstrate an ability to communicate effectively with customers, colleagues, and media in the sport industry</b>					
<b>Measure 1 – Direct</b> Mock interview (SPB 449)	80% of student’s will receive a grade of 80% or higher on mock interview scores	24	22	91%	3
<b>Measure 2 – Direct</b> Internship Portfolio (SPB496)	80% of students write a successful final report and deliver a quality PowerPoint presentation (Grade > 77%)	20	18	90%	3
<b>Measure 3 – Indirect</b> 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	18	17	94%	3

<b>Measure 4 – Indirect</b> 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	18	17	94%	3
<b>SLO 3</b> Students should be able to critically analyze and evaluate the current issues in sport					
<b>Measure 1 – Direct</b> 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%)	24	23	95%	3
<b>Measure 2 – Direct</b> 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%)	20	18	90%	3
<b>Measure 3 – Indirect</b> Internship Supervisor Evaluation	80% of students attain a score of 8 or higher (1-10 scale) on the “Critical Thinking” measure from the internship site supervisor	18	16	88%	3
<b>Measure 4 – Indirect</b> <b>Apprenticeship Supervisor Evaluation</b>	70% of students attain a score of 3 or higher (1-4 scale) on the “Critical Thinking” measure from the apprenticeship site supervisor	32	31	96%	3
<b>SLO 4</b> Students should be able to demonstrate effective event management skills					
<b>Measure 1 – Direct</b> Event Planning Project (SPB 230)	80% of students will attain a score of 80% or higher on event planning project	*	*	*	*
<b>Measure 2 – Direct</b> Driveway to Driveway Event (SPB 230)	80% of students will attain a score of 80% or higher on project examining their event management skills	9	9	100%	3**
<b>Measure 3 – Indirect</b> Event Volunteer Participation (SPB 101)	80% of students will complete 2 or more event management volunteer opportunities	62	50	80%	2
<b>Measure 4 – Indirect</b> Event Volunteer Participation (SPB 230)	80% of students will complete 2 or more event management volunteer opportunities	9	9	100%	3***

**SLO 5** Students should be able to demonstrate professional and job specific knowledge and skills acquired in sport business courses through experiential learning

<b>Measure 1 – Direct</b> Marketing Plan Project (SPB 360)	80% of students will attain a score of 80% or higher on marketing plan for outside agency	28	26	92%	3
<b>Measure 2 – Direct</b> Log submissions (SPB 295)	80% of students will attain a grade of 80% or higher on log submissions	35	32	91%	3
<b>Measure 3 – Indirect</b> Mock Interview Assignment (SPB 449)	80% of students will attain a score of 80% or higher on the mock interview assignment	24	22	91%	3
<b>Measure 4 – Indirect</b> 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	18	18	100%	3