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| **Program/Discipline Learning Outcomes** | | | | |
| **Academic Year:** 2017-2018 | | | | |
| **Program/Discipline:** Sport Management | | | | |
| **PROGRAM/DISCIPLINE CONTACT** | | | | |
| **FACULTY:** Tom Stewart | | | **OFFICE:** JNC 114 | |
| **EMAIL:** StewartThomasA@jccmi.edu | | | **PHONE:** TBD | |
| **Learning Outcome:**  **(Successful students will be able to)** | | **Course(s) in which the assessment will be performed** | **Semesters the outcome will be assessed** | **Assessment tools used for learning outcome** |
| 1 | Define sport management and discuss the nature and scope of opportunities in the sport management industry, including the concepts, organization and common practices in the various sports industry subsets. | SMT 100 | Fall / Winter | Quizzes / Worksheets / Case Studies |
| 2 | Apply learned content knowledge to critically address current issues in sport administration and analyze these issues by recognizing problems and developing realistic solutions. | SMT 100 / 230 / 245 | Fall / Winter | Quizzes / Exams / Worksheets / Case Studies / Field Work |
| 3 | Demonstrate understanding of the employment environment in the sports industry and develop professional materials for use in the sport industry. | SMT 100 / 230 / 245 | Fall / Winter | Quizzes / Exams / Worksheets / Case Studies / Field Work |
| 4 | Demonstrate effective utilization of technology to enhance sports marketing efforts in the sports industry. | SMT 230 / 245 | Fall / Winter | Quizzes / Worksheets / Case Studies / Field Work |
| 5 | Define sport marketing key components and functions. | SMT 230 | Fall / Winter | Quizzes / Exams |
| 6 | Discuss the nature and scope of sports marketing opportunities in the sport industry. | SMT 230 / 245 | Fall / Winter | Quizzes / Worksheets / Case Studies / Field Work |
| 7 | Exhibit critical professional skills and attitudes related to a professional perspective. | SMT 245 | Fall / Winter | Field Work |
| 8 | Explain the relevance of ethical, legal, and sociological concepts to the management of sport. | SMT 230 / 245 | Fall / Winter | Quizzes / Exams / Worksheets / Case Studies / Field Work |
| 9 | Demonstrate an understanding of theories of management, leadership, and organizational behavior and how these theories are applied in sport enterprises. | SMT 100 / 230 / 245 | Fall / Winter | Quizzes / Exams / Worksheets / Case Studies / Field Work |
| 10 | Demonstrate an appreciation of diversity through the use of unbiased language and an inclusive approach to sport communication. | SMT 230 / 245 | Fall / Winter | Worksheets / Case Studies / Field Work |