



NORTHERN ILLINOIS UNIVERSITY

## College of Education

*Department of Kinesiology and Physical Education*

**Major: Sport Management**

**Degree: M.S.**

**Date Revised: November 2014**

### Program Student Learning Outcomes and Assessment Methods

#### Student Learning Outcomes

1. **Content Knowledge:** Apply management, leadership, and organizational concepts, principles, and theories in directing a sport organization.
2. **Research Experience:** Design, analyze, and evaluate research in sport.
3. **Comprehend Legal Aspects:** Understand, apply, and analyze legal concepts related to sport.
4. **Understand and Apply Marketing Principles:** Construct and utilize marketing concepts and principles in marketing sport.
5. **Current and Timely Issues in Sport:** Identify and analyze the current issues and problems facing sport.
6. **Applied Financial Principles:** Apply fiscal management practices in managing a sport organization.
7. **Ethical Business Practices:** Function as an ethical practitioner in the sport industry.
8. **Applied and Practical Knowledge:** Demonstrate advanced knowledge, skills, and competencies in a practical (internship) sport organizational setting.

#### Assessment Methods (Outcomes)

- Internship Site Supervisor Evaluation (1-6)
- Course-Related Evidence - Student Portfolio (1-6)
- Course-Related Evidence - Master's Thesis or Master's Paper (1-6)
- Advisory Board and Employer Survey (1-6)
- Alumni Survey (1-6)
- Exit Interviews (1-6)

