

## **2025-26 UNLV IPSM Student Learning Outcomes**

### **Student Learning Outcomes**

1. Students will be able to illustrate knowledge of the managerial principles required of sport management professionals.
2. Students will be able to demonstrate competence in professional communication skills required of sport management professionals.
3. Students will be able to apply critical thinking skills to approach sport-related problems.
4. Students will be able to apply advanced scientific research skills to conduct sport management research
5. Students will apply core curricular content knowledge to practical experiences.

### **Student Learning Outcomes Measures**

Student learning will be assessed at a programmatic level using the following tools.

| Identify Each SLO and Measurement Tool  | Identify the Benchmark   | Total Number of Students Meeting Expectation | Total Number of Students Observed | Assessment Results: % of Students Meeting Expectation | Assessment Results: Does Not Meet Expectation<br>Meets Expectation<br>Exceeds Expectation<br>Insufficient Data |
|---|--|--|-----------------------------------|---|--|
| <b>SLO 1: <i>Sport Management</i>:</b> Students will be able to illustrate knowledge of the managerial principles required of sport management professionals.                     |  |  |                                   |   |  |
| IPSM 708 (Sport Management)<br><br>Final Exam<br><br>(Direct Measure)   | <b>Measure 1:</b> 75% of students will earn a final examination score of 85% or above  |  |                                   |   |  |
| <a href="#">IPSM Exit/Alumni Survey</a><br><br>(Indirect Measure)   | <b>Measure 2:</b> At least 70% of survey respondents indicate 'Agree' or higher on Q1: I am able to illustrate knowledge of the principles and theories in sport management discipline'. |  |                                   |   |  |
| <b>SLO 2: <i>Professional Communication</i>:</b> Students will be able to demonstrate competence in professional communication skills required of sport management professionals. |  |  |                                   |   |  |
| IPSM 711 (Sport Marketing)  | <b>Measure 1:</b> At least 75% of students   |  |                                   |   |  |

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| Marketing Plan Presentation<br><i>(Direct Measure)</i>  | Meets Expectation<br>and 10% of students<br>Exceeds Expectation   |  |  |  |  |
| <a href="#">IPSM Exit/Alumni Survey</a><br><i>(Indirect Measure)</i>  | <b>Measure 2:</b> At least 70% of survey respondents indicate 'Agree' or higher on Q2: 'I can demonstrate compelling communication skills required of sport management professionals' |  |  |  |  |
| <b>SLO 3: Critical Thinking:</b> Students will be able to apply critical thinking skills to approach sport-related problems.          |   |  |  |  |  |
| IPSM 700 (Sport Innovation)<br>Final Project<br><i>(Direct Measure)</i>   | <b>Measure 1:</b> At least 75% of students Meet Expectation and 10% of students Exceeds Expectation   |  |  |  |  |
| <a href="#">IPSM Exit/Alumni Survey</a><br><i>(Indirect Measure)</i>  | <b>Measure 2:</b> At least 70% of survey respondents indicate 'Agree' or higher on Q3: 'I am able to apply critical thinking skills to approach sport-related problems''              |  |  |  |  |
| <b>SLO 4: Sport Research:</b> Students will be able to apply advanced scientific research skills to conduct sport management research |   |  |  |  |  |
| IPSM 705: Capstone<br><i>(Direct Measure)</i>   | <b>Measure 1:</b> At least 75% of students Meet Expectation and 10% of students Exceeds Expectation   |  |  |  |  |
| <a href="#">IPSM Exit/Alumni Survey</a>   | <b>Measure 2:</b> At least 70% of survey respondents indicate 'Agree' or higher on  |  |  |  |  |

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| (Indirect Measure)   | Q4: ' I am able to apply advanced research skills to conduct sport management research'   |  |  |  |  |
| <b>SLO 5: Practical Application:</b> Students will apply core curricular content knowledge to practical experiences. |   |  |  |  |  |
| IPSM 706: Internship Supervisor Evaluation<br><br>(Indirect Measure)   | <b>Measure 1:</b> At least 70% of student interns receive Satisfactory or above on at least 10 out of 13 items on the Employer Evaluation form  |  |  |  |  |
| <a href="#">IPSM Exit/Alumni Survey</a><br><br>(Indirect Measure)  | <b>Measure 2:</b> At least 70% of survey respondents indicate 'Agree' or higher on Q5: ' I am able to apply core curricular knowledge to practical experiences (i.e., internships, full-time work, etc.)' |  |  |  |  |