

Sports Business Program Learning Outcomes

1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. **(Written Communication, Oral Communication)**
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. **(Technology)**
3. The student will exhibit an understanding of ethics and social responsibility. **(Ethics)**
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. **(Critical Thinking)**
5. The student will demonstrate multicultural and diversity understanding. **(Diversity)**
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. **(Teamwork)**
7. The student will effectively apply knowledge and skills in the functional areas of business. **(Business Knowledge)**
8. The student will effectively apply knowledge and skills in Sports Marketing, Sports Economics, International Sports Marketing, and Sports Analytics **(Sports Business Core)**
9. The student will effectively apply knowledge and skills in functional specialties of sports business. **(Functional Knowledge)**

*Note: These Program Learning Outcomes (PLOs) are formatted based on other PLOs in the College of Business.