

Report of Student Learning and Achievement
Concordia University Irvine
School of Business and Economics – Sports Business Program

For Academic Year:	2024-2025
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School of Business and Economics Mission

Sports Business Program Purpose
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The School of Business and Economics Missions Statement: Delivering leaders of character shaped by Christian faculty for the global economy.

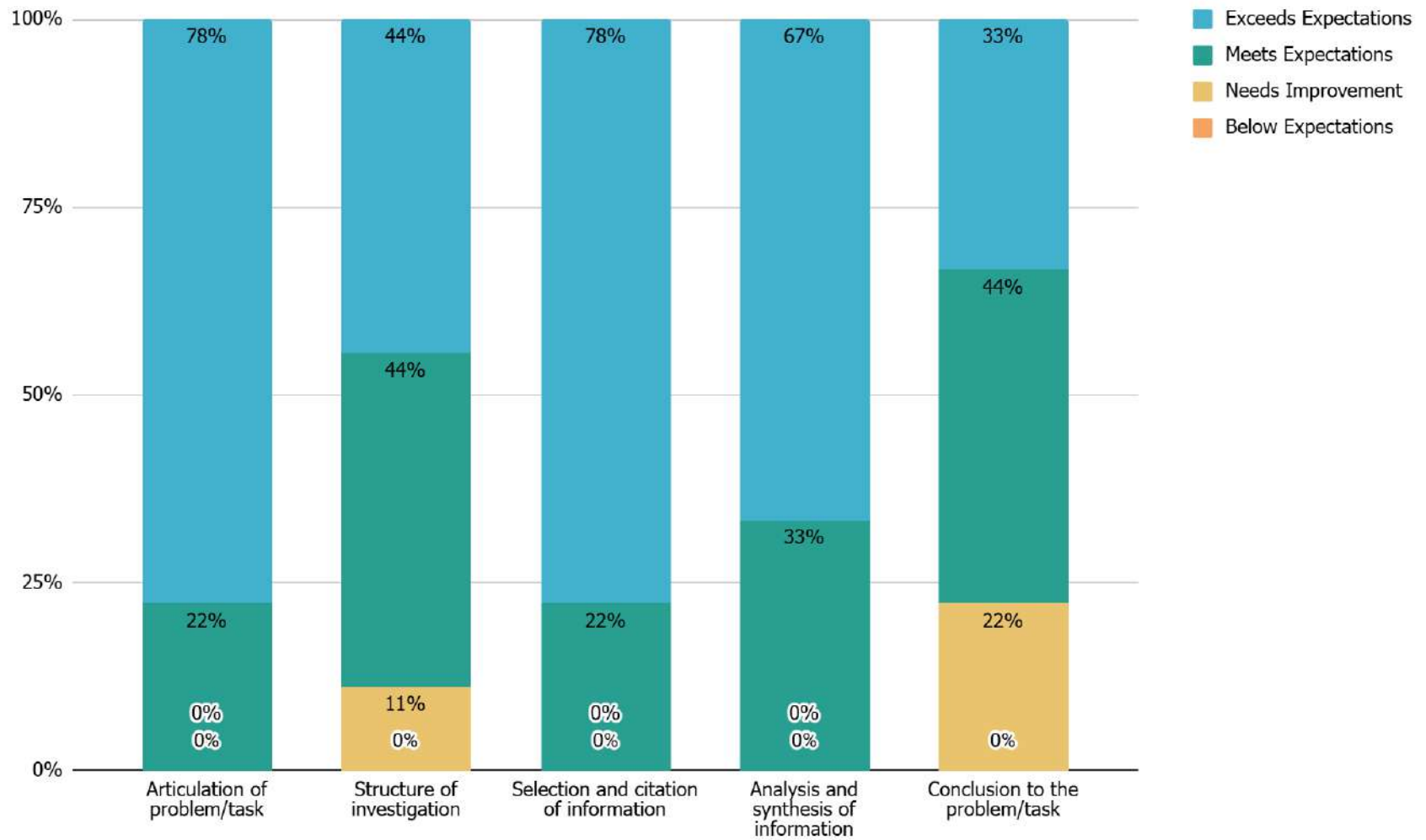
The Sports Business degree provides professional preparation for management and leadership positions with professional sports teams, intercollegiate and intramural athletics and recreation programs at colleges and universities and amateur athletic organizations. Professional preparation is also given for careers in private and public health and fitness clubs, corporate fitness and wellness programs, sports stadiums and arenas, and the sports marketing, management, and communication firms that service the larger marketplace.

Program Learning Outcomes (PLOs)

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| 1. Explain the major theoretical concepts of sports business. |
| 2. Evaluate the relationship between legal, social and economic environments. |
| 3. Describe the global business environment. |
| 4. Describe and explain the ethical obligations and responsibilities of sports business. |
| 5. Apply modeling and decision-support tools to business decision making. |
| 6. The ability to communicate effectively in oral, written and digital formats. |
| 7. Apply knowledge of sports business concepts and functions in an integrated manner. |

Program Assessment Overview Aligns with ULO: Systematic Inquiry			
PLOs Assessed	Evidence and Assessment Instrument	Performance Objectives (Targets/Criteria) Measures:	Results for Measures of Student Learning:
PLO#7 Systematic Inquiry: Apply knowledge of sports business concepts and functions in an integrated manner PLO#3 Global Business Environment	SPBU 475 - Final Paper & Presentation	75% of sample will score 3 or higher on a 4-point scale	Percentage of students who met or exceed expectations: Articulation - 100% Structure - 89% Selection - 100% Analysis - 100% Conclusion - 78%

Program Assessment Results



Summary of Program Assessment Findings

The expected standard is that 75% of students meet at least a 3 on a 4 point scale.

3 out of 12 Sports Business Students were assessed for the signature assignment. All assessed Students exceeded the expected standard of 75%.

2 Sports Business Students completed the Peregrine Exam. 50% of students (1) exceeded the expected standard of scoring a 50 pt or higher score.

Summary of Achievement Outcomes

Aligns with ULO: Systematic Inquiry

2024-2025 PLO Assessed	Student Evidence: Final Paper & Presentation	Student Evidence: N/A
Criterion Measured	Performance Target Was...	Performance Target Was...
Articulation of Problem / Task	Met	
Structure of Investigation	Met	
Selection and Citation of Information	Met	
Analysis and Synthesis of Information	Met	
Conclusion to the Problem / Task	Met	

Program Proposed Course of Action for Improvement in Learning Outcomes

The assessments were done during and after our May SOBE meetings and faculty shared the results in our meetings and via google drive, but we need more data to assess future plans.