

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

For Academic Year:	2025-2026
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School of Business and Economics Mission

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

The undergraduate business program operates within the university's mission statement of preparing students to succeed in the business world studying under the direction of faculty experienced in both the educational and vocational aspects of the discipline. Each student is considered for their unique gifts and how these gifts may be encouraged, developed, and strengthened including the opportunity to participate in business activities and organizations.

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.

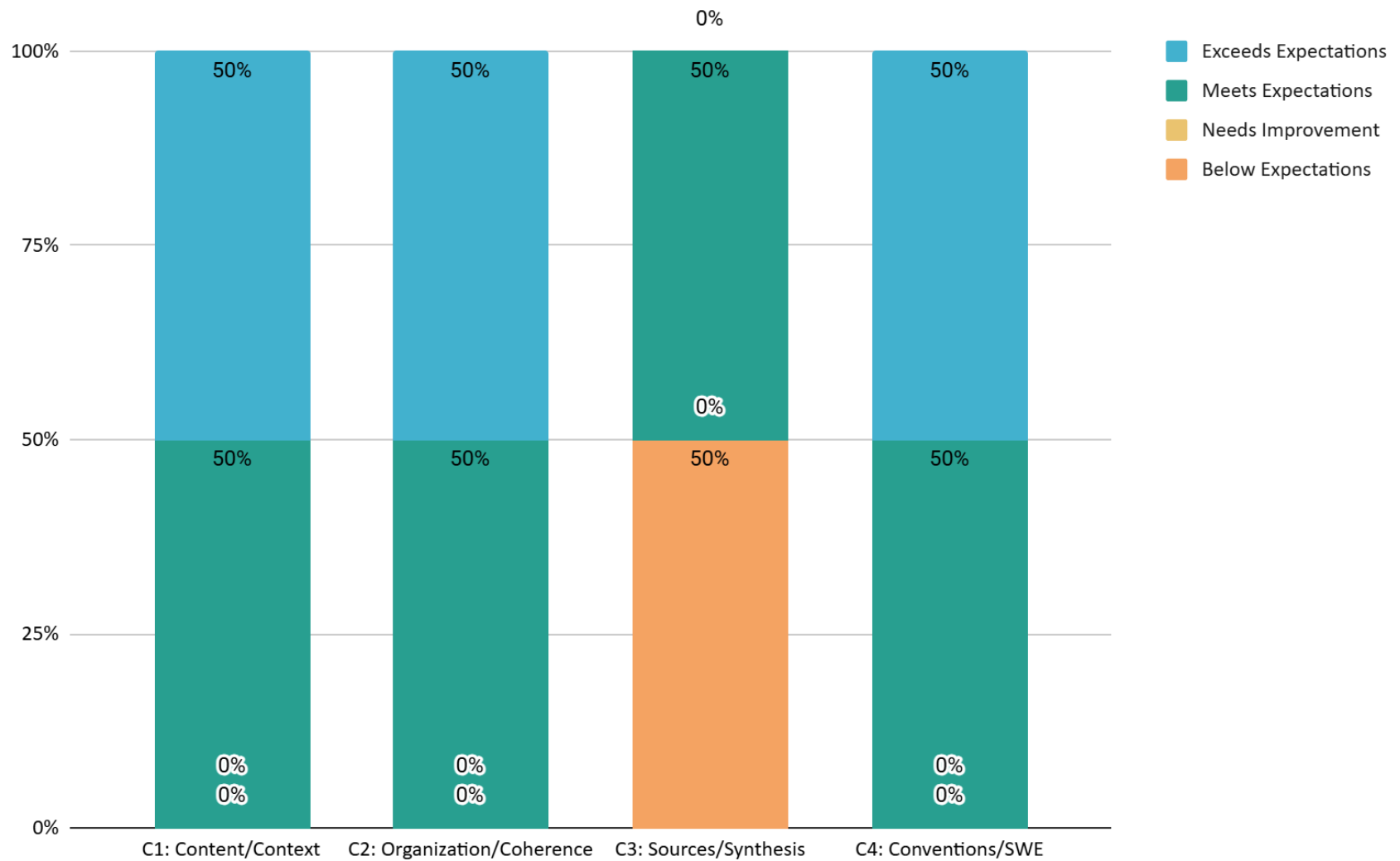
Program Learning Outcomes (PLOs)

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| 1. Explain the major concepts in the functional areas of accounting, marketing, finance, and management. |
| 2. Evaluate the legal, social, and economic environments of sports business. |
| 3. Describe the global environment of business. |
| 4. Describe and explain the ethical obligations and responsibilities of sports business. |
| 5. Apply decision-support tools to business decision making. |
| 6. Construct and present effective oral and written forms of professional communication. |
| 7. Apply knowledge of sports business concepts and functions in an integrated manner. |

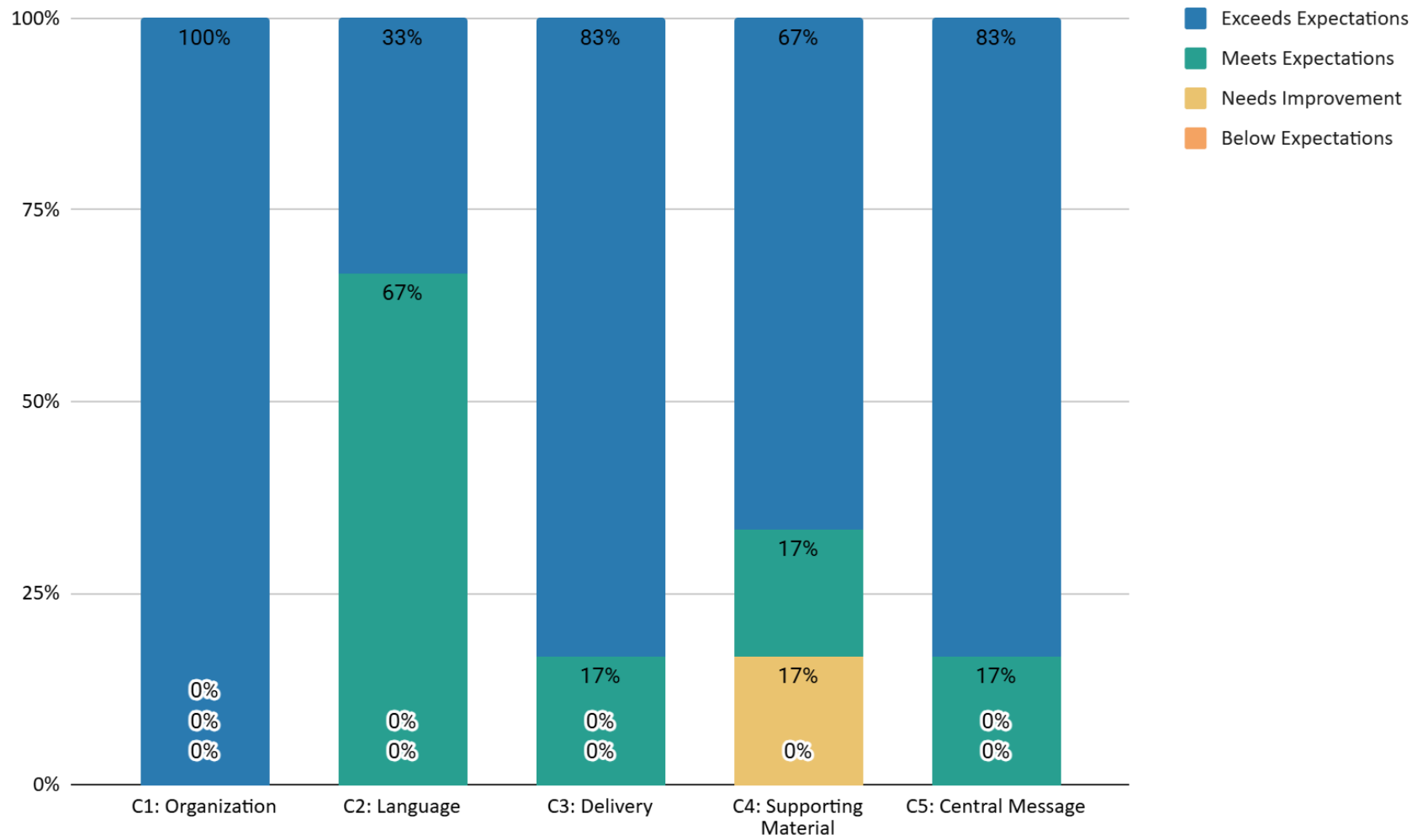
Program Assessment Overview Aligns with ULO: Written Communication / Oral Communication			
PLOs Assessed	Evidence and Assessment Instrument	Performance Objectives (Targets/Criteria) Measures:	Results for Measures of Student Learning:
PLO#6 Written and Oral Communication PLO#1 Functional Business Concepts	SPBU 475 - Final Paper & Presentation	75% of sample will score 3 or higher on a 4-point scale	Written Communication Percentage of students who met or exceed expectations: Content / Context - 100% Organization / Coherence - 100% Sources / Synthesis - 50% Conventions / SWE - 100% Oral Communication Percentage of students who met or exceed expectations: Organization - 100% Language - 100% Delivery - 100% Supporting Material - 83% Central Message - 100%

Program Assessment Results

Written Communication



Oral Communication



Summary of Program Assessment Findings

Written and Oral Communication

- The expected standard is that 75% of students meet at least a 3 on a 4 point scale.
- 2 groups (12 students) Sports Business Students were assessed for the signature assignment. All assessed Students exceeded the expected standard of 75%. However, sub-section C3: Sources/Synthesis is an area that both groups could improve upon.
- 9 Sports Business Students completed the Peregrine Exam. More than 50% of students (8/9) exceeded the expected standard of scoring 50 points or a higher score. The two specific Sports testing sections of 78 and 68 respectively.
- 10 out of 11 Sports Business students took part in the focus group managed by the Office Institutional Research department. 100% of the students met the standard for PLO 6.
- We have learned that our students are excelling in their skills in the contemporary issues of sports marketing and in the admin competency of sport & recreation management. Also, Sports Business students are challenged in locating and synthesising sources for reports, and this is a potential area for program improvement.

Functional Business Concepts

- 10 out of 11 Sports Business students took part in the focus group managed by the Office Institutional Research department. 100% of the students met the standard for PLO 1.
- Students have mentioned Courses offered a solid foundation in theoretical concepts of the program, especially with case studies and aligned projects.
- Some possible improvements that were mentioned by students were to narrow the focus to sports business and not just general business. More of an emphasis on Data and more application based decision support tools and address ethics of AI.
- 9 Sports Business Students completed the Peregrine Exam. More than 50% of students (8/9) exceeded the expected standard of scoring 50 points or a higher score. The two specific Sports testing sections of 78 and 68 respectively.
- We have learned that our students have a strong foundation in the functional sports business concepts.
- Student interest has increased in securing internships in sports business careers and that will be discussed within the program.

Summary of Achievement Outcomes Aligns with ULO: Written Communication / Oral Communication		
2025-2026 PLO Assessed: Written Communication	Student Evidence: SPBU 475 - Final Paper & Presentation	Student Evidence: N/A
Criterion Measured	Performance Target Was...	Performance Target Was...
Content / Context	Met	
Organization / Coherence	Met	
Sources / Synthesis	Not Met	
Conventions / SWE	Met	
2025-2026 PLO Assessed: Oral Communication	Student Evidence: SPBU 475 - Final Paper & Presentation	Student Evidence: N/A
Criterion Measured	Performance Target Was...	Performance Target Was...
Organization	Met	
Language	Met	
Delivery	Met	
Supporting Material	Met	
Central Message	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.