

SPM Academic Learning Compacts

	SPM 4154	SPM 4515	SPM 4723	SPM 4941
Content Knowledge Skills				
1. Understand the interdisciplinary nature of the study of sport management.				
2. Identify and explain the internal and external factors that influence and shape sport in society.		x		
3. Explain what constitutes management and what constitutes an organization. Apply the concepts of planning, organizing, leading, and evaluating organizational goals to sport organizations.	x			
4. Comprehend how ethical behavior influences financial, marketing, and managerial decision-making.			x	
5. Apply fundamental marketing concepts to the sport industry, create marketing plans, evaluate market segments, and predict consumer behavior.				
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to sport organizations.		x		
7. Explain and judge fundamental legal concepts relevant to tort, contract, and constitutional law, and how they apply to the sport management field.			x	
Critical Thinking Skills				
8. Use accepted techniques of discovery and critical thinking to solve problems independently, and to evaluate opinions and outcomes within and outside of the sport management area.	x	x	x	x
9. Understand and use qualitative and quantitative analysis through formal and informal assessment strategies.			x	
Communication Skills				
10. Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in sport management related settings.	x	x	x	

Sport Management Degree Program

Individual Student Assessments for ALCs and SLOs

Before Graduating You Must

Demonstrate an understanding of the critical skills needed in the planning and delivery of sport management programs, as well as successfully completing an internship experience, as assessed by site supervisor and internship coordinator.

Satisfy the Florida statutes for the College-Level Academic Skills Requirement.

Complete requirements for the baccalaureate degree, as determined by faculty.