

**LIBERAL ARTS AND SCIENCE:
SPORT MANAGEMENT STUDIES (AS) PROGRAM STUDENT LEARNING OUTCOMES**

Upon successful completion of the A.S. Liberal Arts and Science: Sport Management Studies Program the graduate will be able to:

1. Identify strategies for effective personal professional development.
2. Apply a variety of management skills (decision-making, change management, conflict management, etc.) to various situations in sport management.
3. Follow prescribed legal guidelines of the profession.
4. Apply ethical standards of the profession.
5. Communicate effectively in a professional environment.
6. Explain the uniqueness/special nature of sport management.
7. Analyze the elements of the marketing mix in sport management.
8. Interpret consumer behavior data in sport management.