



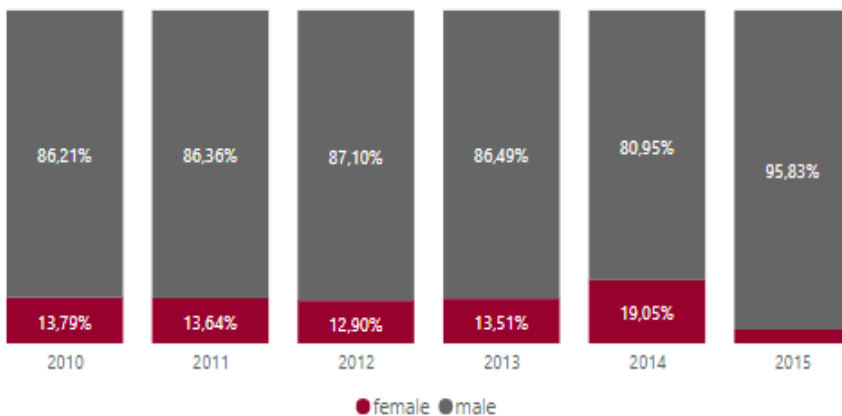
Degree Profile for the Sports Management program

The graduate of the UDLA program in Sports Management is an accomplished professional with an entrepreneurial spirit who has the requisite knowledge to manage sports entities and organizations linked to sports.

The graduate has a comprehensive vision of the sports industry that enables identifying opportunities for the professionalization of sports management at national and international levels and the ability to propose innovative projects in sports management, law and public policy, administration, economics, and marketing relating to the field.

Sports management graduates will base all their decisions on ethics and honesty, taking into account the social and cultural diversity of Ecuador. Their behavior is guided by strong values of respect and commitment to society and national and international standards in sports.

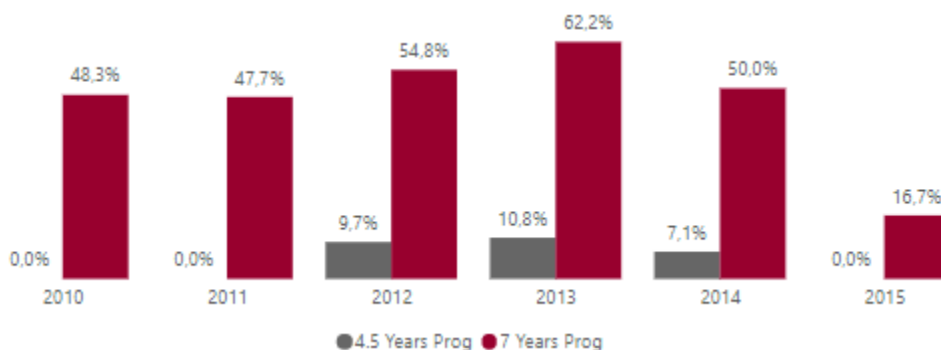
GRADUATION BY GENDER



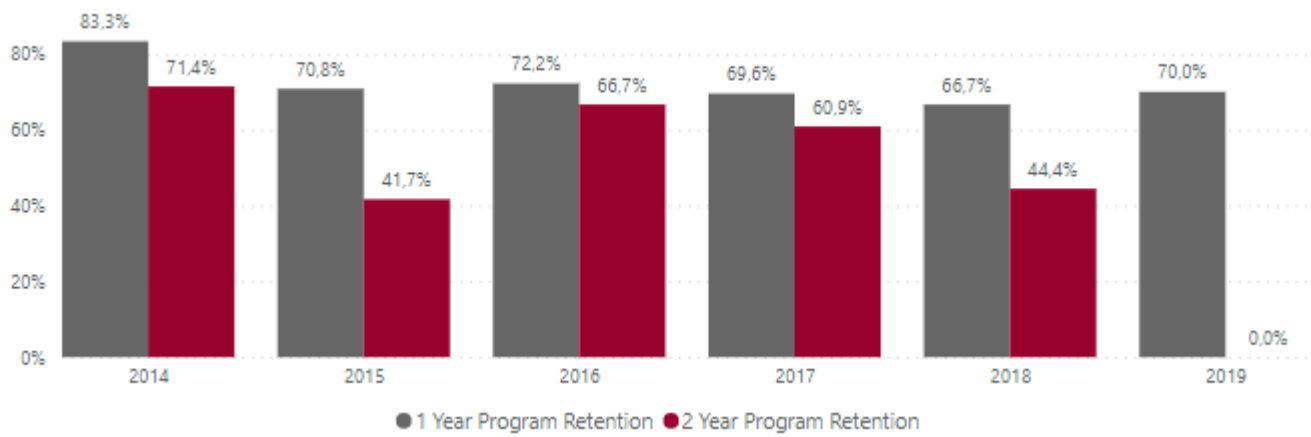
Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The duration of the Sports Management program has historically been 4.5 years (9 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore, the graduation rate is calculated according to a duration of 4.5 years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

GRADUATION



RETENTION



Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program’s annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program’s curriculum map.

A graduate of the Sports Management program will be able to:

1. Apply key aspects of sports law and public policies in sports management plans at national and international levels.
2. Design management plans for sports facilities to maximize efficiency.
3. Develop strategic plans for sports entities and sports-related organizations, taking into account administrative, commercial, financial, and legal criteria as well as ethics and social responsibility.
4. Create proposals for sports sponsorship and backing to support the financial sustainability of sports entities and sports-related organizations.
5. Identify project opportunities in the sports industry by analyzing the environment and market research.
6. Develop marketing strategies for sports products and services with innovative value propositions.

