The MSP430 UG does not indicate anything about CPOL and CPHA.  Instead it mentions UCCKPL and UCCKPH.  Though these serve the same function as CPOL and CPHA do in other systems, they do not conform to the CPOL and CPHA standards.  Both UCCKPL and CPOL do match in their value definition (0 means clock is low when idle).  However, UCCKPH and CPHA are opposite in their value definitions.  For CPHA=0, data is sampled on the rising edge.  For UCCKPH=0, however, data is sampled on the falling edge.  Perhaps that is why they didn't call it CPHA.

CPOL must set to 0 and CPHA must be set to 1.