

M.S. Sport Management Professional Development Capstone Project Outline

Any non-thesis M.S. seeking student majoring in Sport Management must complete the Capstone Project, which serves as the exit requirement for the Master of Science in Sport Management degree. This project is the final step in the degree process and must be completed in the student's final semester prior to graduation.

Completion of the Capstone Project:

- Demonstrates that the student is able to take newly acquired knowledge and skills and apply them to professional practice,
- Helps the student understand their strengths and weaknesses when seeking employment, and
- Prepares the student in organizing information that will help in seeking employment by effectively promoting themselves.

Specifications and Requirements for the Sport Management Capstone Project - Please reflect on the following topics and write your responses in a Word Document, formatted according to APA 6th edition.

Section I. STATEMENT OF PURPOSE

1. Personal Life-Goal Inventory (300-400 words)
 - a. What are your strongest personal character traits and attributes?
 - b. What are your weakest character traits and/or attributes? (Are they difficult to improve? What steps have you taken to enhance said traits and/or attributes?)
 - c. Discuss three things, other than your above-mentioned weakest traits, you would like to do better. Please include both personal and professional improvements.
2. Discuss two (2) personal and two (2) professional goals you would like to accomplish in the next five (5) years? (300-400 words)
3. Identify a specific professional position you would potentially pursue upon graduation (please include a screenshot of an actual job description/announcement). (300-400 words)
 - a. Why do you want this position?
 - b. How has this program helped you to earn this position?
4. List and discuss steps that need to be taken toward the achievement of your goal to obtain the position you identified above. Please be sure to include immediate, short and intermediate objectives. (300-400 words)

Section II. PROFESSIONAL DOCUMENTATION

1. List and **discuss** three (3) professional organizations and three (3) search engines that provide job opportunities in sport management. (300-400 words)
2. Provide an overview of how your experiences (e.g., volunteer, practicum, internship, employment) while a graduate student have prepared you for the position you identified in Section I. (300-400 words)
3. Meet with an individual currently in a position similar to the position you identified in Section I, or an individual you believe could provide insight about the position you identified. Discuss your thoughts about this meeting (300-400 words).
4. Please write and include a Cover Letter for the position you identified in Section I.
5. Please include your Professional Resume, tailored to the position you identified in Section I.
6. Create a profile on LinkedIn (provide a screen shot of your profile). (We also recommend you register with TeamWork Online.)

Section III. UNIVERSITY OF FLORIDA CAREER RESOURCE CENTER

The Career Resource Center (CRC), located in the Reitz Union, is available to assist you in exploring potential careers and opportunities as well as prepare you for your internship or job search. In addition, the CRC is available to assist with resume development, cover letter writing, and to answer any career questions you might have.

1. Schedule an appointment with any full-time CRC staff member to discuss your career plans and preparation (click “request a Career Planning Appointment” under Shortcuts on the right-hand side here: www.crc.ufl.edu after you log-in. For the “Type” of meeting, select option #6 or #7. When completing the form, leave the “Location” box blank. Once you confirm your time, day, and advisor in the next few steps, you will be given an option to select a meeting “via Skype” or “via Phone.”) Please plan ahead as it may be a few weeks before you can get an appointment. **Provide the counselor’s contact information and a summary of results from your meeting with the University of Florida Career Resource counselor.** (300-400 words)
2. Complete the *Certified Gator Professional*. Information and scheduling can be found here: www.crc.ufl.edu. Click on “Students” and select “Prepare for Your Search” and then click on “Start CGP.” (You will need to set up an account by clicking on Gator CareerLink Student Login.) **Include either your confirmation e-mail or screenshot of the completed workshops.**

Section IV. ALUMNI INFORMATION SHEET

Complete the [Alumni Information Survey](#) and include a screenshot of your *Proof of Completion* to include in your submission (this page will appear after you complete the online survey).

Section V. APPLICATION OF SCHOLARSHIP TO PRACTICAL SETTINGS

Identify three (3) key concepts presented in each core course listed below. Discuss each concept, citing appropriate scholarly references, and then relate the information to the position you identified in Section I. Be as specific as possible. Successful completion of this section will be contingent upon accuracy and completeness of information, communication of ideas, writing (e.g., spelling and grammar), use of course materials and outside resources, and correct (APA 6th edition) citation and references. **The discussion for EACH course must contain a minimum of 1,500 words and a minimum of three (3) scholarly references. Please begin the discussion for each course on a new page, and include references at the end of EACH course discussion.**

1. Research & Evaluation
2. Sport Law
3. Sport Marketing
4. Management and Leadership
5. Sport Finance
6. Sport Sociology

(Examples could include learning how to construct valid survey items in research and evaluation, thus you can help your employer evaluation program. In Finance, Marketing, Management, and Sport Law you learned concepts that will help your employer increase and retain a number of client/spectators, increase revenue, manage human resources, and retain resources by reducing liability by implementing risk management plans.)

Section VI. Submission Guidelines for Capstone Project

You will be added to a Canvas site to submit your project during the semester in which you will graduate. Your submission must be in accordance with APA 6th edition (e.g., cover page, table of contents, header, page numbering, section and subsection headings, margins, font, spacing).

Submission Deadlines - If the due date falls on a holiday, then your project is due the prior day

1. December graduation: Last Friday of October
2. Spring graduation: First Friday of March
3. Summer graduation: Last Friday of June

Capstone Projects will be evaluated by a committee. Each section (and subsection in Section V) will be evaluated on a 5-point scale (i.e., 1=Poor, 2=Fair, 3=Average, 4=Good, 5=Excellent). If ANY section (or subsection of Section V) of the submission does not meet the academic standards or requirements of the project (i.e., receiving a 4 or 5 rating), the student may be asked to rewrite that section (or subsection of Section V) of the Capstone Project. In addition, an oral defense may be scheduled with the student for any sections (or subsections of Section V) in question.

**M.S. Sport Management
Professional Development Capstone Project
Evaluation Form**

Name: _____ Date _____

	Poor	Fair	Average	Good	Excellent
I. STATEMENT OF PURPOSE	1	2	3	4	5
II. PROFESSIONAL DOCUMENTATION	1	2	3	4	5
III. UNIVERSITY OF FLORIDA CAREER RESOURCE CENTER	1	2	3	4	5
IV. ALUMNI INFORMATION SHEET	1	2	3	4	5
V. APPLICATION OF SCHOLARSHIP TO PRACTICAL SETTINGS					
1. Research and Evaluation	1	2	3	4	5
2. Sport Law	1	2	3	4	5
3. Sport Marketing	1	2	3	4	5
4. Management and Leadership	1	2	3	4	5
5. Sport Finance	1	2	3	4	5
6. Sport Sociology	1	2	3	4	5
VI. SUBMISSION (E.G., FORMAT AND NEATNESS)	1	2	3	4	5

Note: Capstone Projects will be evaluated by a committee. Each section (and subsection in Section V) will be evaluated on a 5-point scale (i.e., 1=Poor, 2=Fair, 3=Average, 4=Good, 5=Excellent). If ANY section (or subsection of Section V) of the submission does not meet the academic standards or requirements of the project (i.e., receiving a 4 or 5 rating), the student may be asked to rewrite that section (or subsection of Section V) of the Capstone Project. In addition, an oral defense may be scheduled with the student for any sections (or subsections of Section V) in question.