



## SPT 700 Final Project Guidelines and Rubric

### Overview

As the final step in your journey toward your Master of Science degree in Sport Management, you will complete a capstone project that integrates the knowledge and skills you have developed throughout your program by creating a comprehensive feasibility study for an existing sport organization. The feasibility study will examine a sport organization that is looking to take on a large-scale organizational project (such as expansion to a new market), analyzing the implications of the project and how ready the organization is to undertake it. You will also create a PowerPoint presentation, addressed to decision makers in the organization, in which you will provide objective and non-biased recommendations based the findings of the feasibility study. Finally, you will write a professional reflection that takes a look at your experience throughout this capstone, your experience in the Sport Management program, and your time at SNHU, as well as how you plan to position yourself professionally.

The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Two, Four, and Six**. The feasibility study will be submitted in **Module Eight**, the presentation will be submitted in **Module Nine**, and the reflection will be submitted in **Module Ten**.

**Evaluation of Capstone:** This capstone will be assessed somewhat differently than other courses you have taken online at SNHU. There are three separate components which will be submitted at different times during the course; however, they all operate together to comprise the whole capstone experience and are not assessed separately. You will be evaluated on all three as a unit in determining whether you have demonstrated competency in each outcome. Your work is expected to meet the highest professional standards.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Integrate management and leadership theory in an applied environment
- Analyze problem solving in an applied environment
- Recognize and implement connections between classroom learning and practical experience
- Demonstrate the ability to communicate
- Integrate ethical frameworks in decision making
- Integrate an awareness of factors that contribute to global sport business issues
- Synthesize sport management principles in an international context
- Critically analyze the influences of social, cultural, or political institutions on global sport business
- Critically analyze the interrelationships between functional areas in sport business organizations
- Integrate strategic analysis into the planning process
- Evaluate external and internal factors and the interrelationships affecting decision making

# Prompt

Your capstone project consists of the following three parts:

## Capstone Component 1: Feasibility Study

You will incorporate the knowledge you have gained through previous coursework in order to develop a comprehensive and professional feasibility study for a professional league, potential/current owner, professional team, or other sports business of your choice. The feasibility study will consist of a description of the proposed project that outlines a large-scale organizational project of your choice (such as relocating to a new market, expanding to a new market, joining an international market, and so forth), an executive summary containing historical data on the current business, an analysis of the different factors that affect feasibility, and your study's conclusions and recommendations. Note that you should choose an organization to expand globally into an international market. The organization you select must be different from any previous projects or presentations you have completed in this program. Though you will be using the skills and knowledge that you have gained throughout your program, you should not be resubmitting any work used in previous courses.

Specifically, your feasibility study must address the following **critical elements**:

### I. Proposed Project Description

- A. Identify the organization considering the proposed project.
- B. Describe the proposed project, providing a scope statement that includes goals, requirements, and deliverables.

### II. Executive Summary

- A. Provide historical data and other relevant information on the current business.

### III. Market Feasibility

- A. Analyze the current industry, market, and/or market segment(s).
- B. Analyze competitiveness within the industry.
- C. Examine market potential and trends.

### IV. Technical Feasibility

- A. Analyze the company's ability to develop new products, technologies, processes, or services.
- B. Analyze the company's ability to improve or redesign products, technologies, processes, or services.
- C. Analyze current viability or the need to extend or expand company facilities, equipment, or staffing to meet increased operational needs of the proposed project.

### V. Financial/Economic Feasibility

- A. Estimate capital requirements for the project.
- B. Project expected future earnings should the project be implemented.

### VI. Study Conclusion and Recommendations

## Capstone Component 2: Recommendation Presentation

Based on the findings of your feasibility study, you will create a professional quality presentation that will communicate and expand on your recommendations to decision makers in the organization considering the project. This presentation must look into potential change management, organizational changes, and other strategies that will need to take place if the company is going to take on the large-scale organizational project. The following are some aspects to consider, but you may want to explore additional points based on your topic:

- Detailed recommendations from the feasibility study
- Potential issues that may arise
- Management and leadership strategies that should be employed
- Change management strategies
- Marketing
- Public relations, including sustainability and ethical considerations

Your recommendations will be presented in PowerPoint slides, including audio narration or speaker notes.

## Capstone Component 3: Professional Reflection

For the final component of your capstone, you will write a brief essay in which you will discuss the process and outcomes of this project, as well as how your coursework contributed to the completion of the capstone project. This may include discussions of unforeseen problems or obstacles, and any unexpected surprises. The essay should also discuss the strengths and problems that you encountered while completing the project. Finally, the essay will examine how the capstone project will be useful in exploring the job market or furthering your education.

You should envision this component as a personal reflection on the capstone and your experience in the Sport Management program as a whole. For instance, relative to the capstone, you could discuss what you did (or intended to do), and then consider what worked well, what challenges you faced, and what you would change or do differently to make your experience better. In reflecting on your time here at SNHU, you might discuss where you started, where you are now, and where you see yourself going. Note that this component is not about evaluating the capstone itself but rather your experience with the capstone project.

Some of the issues that you could address in this final component of the capstone project may include the following:

- Overall, what was your capstone experience like?
- Reflect on the significance of the capstone in relation to your own experience at SNHU.
- What connections do you see between your capstone and your academic program?
- How will you apply what you've learned to your future academic and/or professional life?
- How has your personal ethical philosophy changed regarding sport business and management?

## Milestones

Milestone One: Sport in a Global Context (Component 1: Section I.A–B, Section III.A)

In **Module Two**, you will identify the company you have chosen and describe the proposed project by providing a scope statement consisting of goals, requirements, and deliverables. You will also perform comprehensive research and analyze the current industry, market and/or market segments in order to identify a potential market the company may want to target. **This milestone will be graded with the Milestone One Rubric.**

Milestone Two: Analysis of a Specific Global Market (Component 1: Section III.B–C)

In **Module Four**, you will submit an in-depth analysis of the specific global market into which you are looking to expand. You will analyze competitiveness within and beyond the sport industry and examine market potential and trends. This activity will narrow the focus of the Milestone One activity. **This milestone will be graded with the Milestone Two Rubric.**

Milestone Three: Financial Analysis (Component 1: Section V.A–B)

In **Module Six**, you will submit a financial analysis of the sport organization and selected market. You will estimate capital requirements for the project, and project whether expansion would or would not be successful based on the company's financial overview and capital requirements. **This milestone will be graded with the Milestone Three Rubric.**

Final Submission Component 1: Feasibility Study

In **Module Eight**, you will submit your feasibility study by combining the three milestones and discussions and adding an executive summary and recommendations. It should be a complete, polished artifact containing all of the critical elements of the feasibility study. It should reflect the incorporation of feedback gained from Milestones One, Two, and Three. **This submission will be graded comprehensively with the other components using the Final Project Rubric.**

Final Submission Component 2: Recommendation Presentation

In **Module Nine**, you will submit your recommendation presentation. Based on the findings of your feasibility study, the presentation of 10–15 slides will communicate and expand on your recommendations to decision makers in the organization considering the project. It should include audio narration or speaker notes (i.e., a transcript of what you would say). It should be a complete, polished artifact containing all of the critical elements of the recommendation presentation. **This submission will be graded comprehensively with the other components using the Final Project Rubric.**

Final Submission Component 3: Professional Reflection

In **Module Ten**, you will submit your professional reflection. You will reflect on the capstone experience, make connections, and consider your academic and professional future. It should be a complete, polished artifact containing all of the critical elements of the professional reflection. **This submission will be graded comprehensively with the other components using the Final Project Rubric.**

This rubric will be applied to all three components as a whole and no component will be assessed on its own. The “Possible Indicators of Success” are examples for you and the instructor of the types of concepts to look for to demonstrate competency. They are neither exhaustive nor prescriptive and should be used as guides for illustrating how your capstone embodies the outcome. All outcomes are weighted equally.

## What to Submit

Your feasibility study should be 15–20 pages, double-spaced, use 12-point, Times New Roman font with one-inch margins, and contain citations and references in APA format.

Your recommendation presentation should consist of 10–15 PowerPoint slides with audio narration or speaker notes (i.e., a transcript of what you would say). Your presentation must demonstrate professional quality design.

Your professional reflection should be 2–3 pages long, double-spaced, using 12-point, Times New Roman font with one-inch margins.

## Final Project Rubric

Course Outcome	Progress Toward Meeting the Outcome		Value
	Meets Expectations (100%)	Does Not Meet Expectations (0%)	
Integrate management and leadership theory in an applied environment	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Analyze problem solving in an applied environment	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Recognize and implement connections between classroom learning and practical experience	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Demonstrate the ability to communicate	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Integrate ethical frameworks in decision making	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Integrate an awareness of factors that contribute to global sport business issues	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Synthesize sport management principles in an international context	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Critically analyze the influences of social, cultural, or political institutions on global sport business	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Critically analyze the interrelationships between functional areas in sport business organizations	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
Integrate strategic analysis into the planning process	Meets Expectations (100%)	Does Not Meet Expectations (0%)	10
Evaluate external and internal factors and the interrelationships affecting decision making	Meets Expectations (100%)	Does Not Meet Expectations (0%)	9
<b>Total:</b>			100%

## Possible Indicators of Success

I. Integrate management and leadership theory in an applied environment

- Does the student demonstrate the ability to identify and evaluate the leadership components necessary to effectively manage a sports business or professional sports organization?
  - Does the student demonstrate the ability to recommend project management strategies for organizational change?
  - Does the student demonstrate the ability to analyze organizational structures within a sports business or professional sports organization?
- II. Analyze problem solving in an applied environment
- Does the student demonstrate the ability to apply conducted primary and/or secondary research to problem solving?
  - Does the student demonstrate the ability to evaluate and analyze gathered data and incorporate it into feasibility planning for a sport organization?
  - Does the student demonstrate the ability to identify and propose viable solutions to contemporary issues facing the sport industry?
- III. Recognize and implement connections between classroom learning and practical experience
- Does the student demonstrate the ability apply theories and principles from prior coursework to real-life situations within the sport industry?
  - Does the student demonstrate the ability to employ key academic phrases, concepts, processes, and allocations of resources relevant to sport organizations in professional practice?
  - Does the student demonstrate the ability to assess course content for its application to his or her future academic and/or professional life?
- IV. Demonstrate the ability to communicate
- Does the student demonstrate the ability to organize and present thoughts and findings in a professional manner?
  - Does the student demonstrate the ability to utilize interpersonal and professional communication skills in the presentation of business materials?
  - Does the student demonstrate the ability to utilize emerging technologies and incorporate them into communication strategies?
- V. Integrate ethical frameworks in decision making
- Does the student demonstrate the ability to show how their decisions will impact existing plans, programs and policies within the community and help to achieve sustainability goals and maintain the company's ethical standing?
  - Does the student demonstrate the ability to devise a plan in ways that meet business ethical standards and protect the integrity of the business?
  - Does the student demonstrate the ability to develop and discuss a personal ethical philosophy in a sport business setting?
- VI. Integrate an awareness of factors that contribute to global sport business issues
- Does the student demonstrate the ability to process, analyze, and articulate potential projects in sports and the sports business?
  - Does the student demonstrate the ability to recognize factors that can lead to issues when conducting business in a global setting?
  - Does the student demonstrate the ability to address factors that commonly contribute to global sport business issues in business plans?
- VII. Synthesize sport management principles in an international context

- Does the student demonstrate the ability to dissect the various aspects of international sports, governing bodies, events, ethnic relations, marketing/sponsorships, media evolution, and agency that affect business decisions?
- Does the student demonstrate the ability to synthesize theoretical and practical sport management principles into plans for international organizational changes?

#### VIII. Critically analyze the influences of social, cultural, or political institutions on global sport business

- Does the student demonstrate the ability to understand the economic impact that sport has in today's society?
- Does the student demonstrate the ability to analyze social issues related to sports, such as race and ethnicity, gender, social class, politics, and religion?
- Does the student demonstrate the ability to articulate key social, cultural, and political influences on feasibility of changes within sport organizations?

#### IX. Critically analyze the interrelationships between functional areas in sport business organizations

- Does the student demonstrate the ability to analyze the interrelationships between functional areas to inform proposed changes in sport organizations?
- Does the student demonstrate the ability to gauge the effectiveness of organizational structures and workflows based on critical analysis?
- Does the student demonstrate the ability to assess the underlying principles needed to embed, maintain, and sustain corporate responsibility in the organizational culture?

#### X. Integrate strategic analysis into the planning process

- Does the student demonstrate the ability to employ data to establish reasonable conclusions regarding market feasibility of plans for improvement of sport organizations?
- Does the student demonstrate the ability to apply data in order to improve technical feasibility and planning?
- Does the student demonstrate the ability to understand and apply data in order to prove financial feasibility?

#### XI. Evaluate external and internal factors and the interrelationships affecting decision making

- Does the student demonstrate the ability to forecast new developments and adapt to the rapidly changing sports environment?
- Does the student demonstrate the ability to utilize perception (background and experience, personal values, personal expectations, personal interests) in the decision-making process?
- Does the student demonstrate the ability to utilize and interpret environmental issues (the market, economy, government regulations, consumer feedback/reaction, etc.) in the decision-making process?
- Does the student demonstrate the ability to utilize and interpret organizational issues (policies and procedures, organizational hierarchy, organizational politics, etc.) in the decision-making process?