

## **Bus3304, Capstone in Sport Management**

The Capstone course is designed as a culminating event at the end of the twelve course MBA degree program in Entrepreneurship and Sport Management. The objective of the Capstone is to provide each student with an opportunity to conceive and ultimately complete an effectively designed and fully developed sport management entrepreneurial project which clearly reflects the ability of the student to integrate acquired knowledge, attitudes, and skill set competencies attained through course work in the program. This project will include both written and visual elements which taken together, provide a unambiguous and clearly focused description and step by step approach to creating a successful business venture, including conceiving the idea, and researching, analyzing, synthesizing and evaluating the theoretical elements and practical problems/realities of the venture.

Students may select projects from a wide array of sport entrepreneurship ventures, including, but not limited to sport marketing and merchandizing, sport agency and representation, sport entertainment production, general management of sport, venue and event management, corporate and retail sport sales, and sport teaching and fitness programming to name a few.

Students will take the major role in planning and completing this project. The course instructor will support and advise when the student needs assistance or feedback, but the emphasis will be on student decision-making. This pedagogical approach will provide the student with the opportunity to rely on their acquired competencies and produce a final project which demonstrates their professional competence. The completed project will serve as a significant portfolio document which is tangible evidence of the student's ability to translate vision to successful outcomes. Yorktown University's Advisory Board for this degree program is asked to be available for inquiries from students completing the Capstone course.