Sport Management Senior Capstone

http://falk.syr.edu/sport-management/experiential-learning/

Among the most valuable facets of the Department of Sport Management is its connection with the sport industry, which plays out in numerous ways, including Senior Capstone internships, visiting lecturers and guest speakers. As part of their degree requirements, students complete the 12-credit Senior Capstone to gain valuable hands-on experience in the sport industry before graduating from SU.

Since the Capstone is the culmination of one's academic experience, the planning process begins during a student's freshman year. The process concludes with the full-semester experience with a specific sport entity typically in a location outside of Syracuse.

Some of the organizations where our students completed their Capstone experience included the U.S. Olympic Committee, New England Patriots, Tampa Bay Buccaneers, New York Giants, Indianapolis Colts, Tampa Bay Rays, National Baseball Hall of Fame, IMG, Octagon Worldwide, ESPN, YES Network, International Tennis Hall of Fame, PGA Golf Tour, ASM Sports, Evolution Media, Kansas City Chiefs, Brooklyn Nets, NFL Players Association, New York Red Bulls, University of Florida Athletics, Super Bowl 50 Host Committee, Adidas Germany, Basketball Travelers Inc./Paradise Jam, Ephesus Lighting, and Under Armour, as well as many others in the United States and Abroad.

Sport Management majors are involved in unique programs through their academic coursework and innovative research projects led by our faculty, including:

- 'Cuse Crew, which allows students to become general managers of SU Olympic sports teams;
- SPM Club, which is the largest student-run organization on campus, with special events including the annual Charity Sports Auction to benefit local charities;
- WISE (Women in Sports and Events), a national organization focusing on leadership, special events and networking skills. Syracuse University is honored to be the inaugural collegiate chapter of WISE;
- Syracuse University Athletics with on-campus internships in athletic communications, marketing, special events, team sport managers, development and facilities management.

The Capstone Experience requires the student to work with a sport-related organization for a minimum of 540 hours over the course of one semester, gaining experience in areas such as sales, marketing, finance, event management, administration, communication, law, etc. The student will gain hands-on experience in a variety of areas under the supervision of qualified sport industry practitioners and executives.

Procedures and RequirementsDocuments and FormsFinancial AssistanceStudent Experiences

Procedures and Requirements

Capstone Eligibility:

1. Complete all 200- and 300-level SPM core courses as outlined on Student Check Sheet and undergraduate catalog
2. Complete a minimum of one (1) 400-level SPM core course (SPM 415 or SPM 444).
3. Attain senior academic standing by completing a minimum of 84 credit hours earned toward graduation
4. Have no more than 18 credits remaining before graduation (excluding the 12 Capstone credits)
5. Complete SPM 455 Senior Capstone Experience during one of the final two semesters
6. It is recommended that you complete at least two (2) internships/experiential opportunities outside the classroom before your Capstone

   NOTE: Students will not be allowed to enroll in additional classes while completing their Capstone. The Capstone is to be taken as a stand-alone 12-credit semester and it is the student's responsibility to work with their advisor to plan their academic coursework accordingly.

Freshman year:

- Attend Capstone Poster Presentation (recommended)
- Develop a resume and cover letter (SPM 201)
- Develop your personal portfolio (hard copy or electronic)
- Explore interests and general internship sites
- Network with Syracuse University alumni in the sports industry
- Obtain a summer internship or volunteer at sport events

Sophomore year:

- Complete SPM 201 – Professional Development in Sports
- Update resume, cover letter, and enhance program portfolio
- Expand interests and participate in sport-related internships on campus or in the Syracuse community during the academic year
- Obtain a summer internship or volunteer at sport events

Junior year:

- Attend a Capstone Information Session
- Meet with a SPM Internship Placement Coordinator
- Enhance your personal portfolio (hard copy or electronic)
- Work as an intern on-campus or in the Syracuse community during the academic year
- Obtain a summer internship or volunteer at sport events

  *** For parents: Parent phone-in conference call (optional)
- Submit Pre-Capstone Application Packet by April 1st
  - Application form Part A – Capstone Eligibility Requirements
  - Application form Part B – Eligibility Verification
  - Resume and Cover Letter (reviewed by Career Services)
  - Career Services SPM Verification Form
  - Bio sheet

Note: During the Spring Semester of your junior year, an administrative registration hold will be in effect until the pre-Capstone application packet has been received and approved.

Required forms are listed under the Documents and Forms tab.

Semester Prior to your Senior Capstone Experience:

1. Research, find, and obtain a Capstone that matches your career goals. It is the student's responsibility to find housing while on the Senior Capstone experience.
2. Attend a mandatory Senior Capstone Experience meeting.
3. Request a Confirmation Letter from your Site Supervisor on company letterhead. Letter must include a start date, end date, number of hours you will be working per week (or that you complete the minimum 540 required hours) and your general responsibilities.
4. Submit each of the following Senior Capstone Experience forms via email to spmcapstone@syr.edu. Each form must be completed and can be returned electronically. See forms.

- Confirmation letter on company letterhead (must include: start date, end date, the hours you will work per week OR that you will complete the minimum 540, and your responsibilities)
- Senior Capstone Experience Learning Agreement (must be typed, printed and then signed – typed signatures will not be accepted)
- Student information form (typed)
- Draft SMART goals (typed)

Once you have completed all the steps listed above, and the forms have been approved, you will be given permission to register for SPM 455 Senior Capstone Experience.

Note: No student will be eligible to register for SPM 455 after the Add Deadline (One week after classes begin).