The Capstone Experience (MGMT 6276) Spring 2016

The Capstone Concept
The Capstone Experience is the comprehensive application of the MBA curriculum in a strategic context. Working in small teams with a faculty advisor, students are required to frame and analyze an issue posed by an area organization in terms of a strategic business perspective. The team develops a) an enterprise-level understanding of the organization’s industry and business model, b) an appropriate analytical framework for addressing the client’s functional concerns, c) a report of recommendations to the client, and d) a report to the MBA faculty that explains the situation and its strategic analysis.

Protocol
The Capstone Experience is the culmination of the MBA program and must be taken during the student’s final year. The integration of MBA curriculum in a team project begins during Module II as students register for the Capstone Experience. With that commitment, students are appointed to project teams and faculty advisors are assigned. Project parameters and goals are defined during Modules II and III, and the projects are completed during the six weeks immediately following Module III coursework.

Team Assignments Students will be assigned to teams of three to five to analyze a business problem from a strategic perspective. Each team will include members with expertise across a range of business functions, business cultures, analytical methods, undergraduate preparation, work history, performance in MBA courses, cultural experiences, and work and communication styles and preferences.

Grading A faculty advisor will have responsibility for overseeing each team’s project. The Capstone Experience Committee, which includes the Capstone Experience Coordinator, the Associate Dean of the College, and all Capstone Experience faculty advisors, assigns each student credit for completion of the Capstone Experience. Individual grades are based on a) the team’s successful completion of a capstone project, b) the team’s written report to the faculty, c) individual performance within the project, and d) an individual project assessment paper. The team’s written report must meet the University’s expectations of a thesis completed for graduate credit.

Projects Capstone Experience projects should represent the strategic analysis of a substantial issue faced by an actual organization. The development of an adequate analysis should require several people with diverse expertise and perspectives and require the application of expertise and skills that are delivered in the MBA Program. A Capstone project must represent a task, project, or problem that is independent of personal employment responsibilities of any member of the group assigned to it.

Faculty Student teams are matched with a faculty mentor based on the expertise required for the completion of the project. Capstone Experience activities are coordinated by Dale Cyphert, PhD., associate professor of management. Course materials are available at www.business.uni.edu/cyphert/capstone.

Calendar Mandatory team meetings and presentations will be held five evenings, 1/12 (CBB 3), 2/18 (CBB 13), 3/31 (CBB 13), 4/28 (CBB 13) and 5/7 (CBB 224) from 5:30-8:30 pm; two days, 3/4 (CBB 3) and 6/29 (CEEE) from 8:00 am - 3:00 pm, and one additional two hour block by arrangement. Extensive on-site consulting during regular business hours is expected between May 1 and June 30.