



MBA Capstone Experience

The Capstone Experience is the comprehensive application of the MBA curriculum in a strategic context. Working in small teams with a faculty advisor, students take a strategic business perspective to frame and analyze an issue posed by an area organization. The team

- a) develops an enterprise-level understanding of the industry and business model,
- b) applies an appropriate framework to address the client's functional concerns,
- c) presents recommendations to the client, and
- d) reports to the MBA faculty with a summary of its strategic analysis.

Clients come from all over the Midwest, but primarily represent businesses and non-profit organizations in northeast Iowa. The projects meet the specific needs of a client, but typically address strategic planning, marketing analysis, process analysis, or feasibility questions. Four or five clients will be served by students enrolled in the Home Town MBA cohort that is currently being offered in Mason City. Projects will be conducted between November 2018 and April 2019.

The teams consist of three to five students with sufficient diversity to analyze a business problem from a strategic perspective. Each team will include members with expertise across a range of business functions, business cultures, and analytical methods.

A mentor from the graduate faculty works with each team, and the team makes several reports to the entire MBA faculty over the course of the project. Our aim is to insure that each team has access to the expertise and resources it will need to effectively complete the project.

Organizations that would like to propose a Capstone project should contact the MBA Program Director. Project selection depends on student enrollment, the appropriateness of the question to the MBA curriculum, and the availability of a suitable faculty mentor. There is no fee for the consulting service, although for-profit entities are encouraged to consider *UNIBusiness* in their giving plans.

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