

Executive MBA Program

PROPOSAL FOR CAPSTONE PROJECT

Thank you for considering a capstone project from the Executive MBA Program at the Saunders College of Business. Over the years, Executive MBA teams have completed numerous successful projects with local and regional businesses to the benefit of both program executives and their clients.

About the process:

The Saunders College of Business Executive MBA Capstone is a 24-week project completed by a team of three or four executives during the final two semesters of their program. Depending on the size of the class, anywhere from five to seven projects might be completed during each capstone cycle. There are three cycles each year: one in our on-campus program; and two in our online program¹.

Project applications are submitted throughout the year and are reviewed on a rolling basis. Project selection is a two-stage process: The Capstone Committee provides an initial assessment of project “fit” with the program; approved applications are then presented to the Executive MBA teams, who make the final selection.

Project “fit” tends to be a function of project scope. In this regard, the committee gives greater consideration to projects that challenge teams to apply a range of program concepts and analytical frameworks. More meaningful projects also tend to include a primary data component in the form of a survey, or series of interviews or focus groups.

Please be advised that the number of applications generally exceeds the number of teams. Consequently even strong applications may not initially be selected. In those instances, your project will remain “active” and be presented to teams in the next cycle (generally, the next semester).

In the instance that a project is deemed less suitable as an Executive MBA Capstone project, it may still be a good fit for one or more Saunders classes or programs (e.g., Field Experience in Business Consulting, Marketing Class, etc.). If you would prefer *not* to be considered for other programs, please check the option below.

No, please do not submit our application for further consideration.

Finally, the most successful projects are a true collaboration between the team and the client. A committed and active client liaison assures a positive outcome.

Please return the completed form to EMBAcapstone@saunders.rit.edu or fax to 585-475-7055 ATTN: EMBA Capstone.

Date of Submission:

Name of Organization:

Address:

Key Contact Person:

Telephone:

Title:

Email:

Project Description:

Briefly describe the nature and purpose of the project, its scope, and its importance to the organization. Use additional pages if necessary.

Project Deliverables:

Briefly describe the outcomes desired at the end of the project. Be as specific as possible. Use additional pages if necessary

Note: Teams are not responsible for the implementation of actions specified in the strategic options or recommendations sections of the reports. They are expected to provide an in-depth analysis of the problem and propose solutions.

i Saunders has two delivery channels for our EMBA program: on-campus and online. The programs are identical right down to the capstone requirement. The difference is that online teams (with individuals geographically dispersed) will present their final briefing online through Adobe Connect or an equivalent platform. Some team members may choose to travel to Rochester to present in person, but this is not mandatory. Our online program runs two capstone cycles each year; the on-campus program runs once a year.