

Capstone MBA Course (MGST 615) Project Examples

Startups:

This technology startup is growing in an emerging market. Students helped the company identify, research, and analyze leading competitive firms emerging in the UK, US and CAN markets. They mapped out where the market is expected to develop, and made recommendations based on the competitor analysis.

This organization created an on-line research tool for a specific topic/audience. Students helped the organization build a strategy to develop and engage the audience. They built a marketing plan with actionable strategies, timeline, metrics, and cost of implementation. This project combined elements of marketing strategy, social media planning, growth strategy and key performance indicators.

Small/Medium Business:

This tech company is growing very rapidly. The students conducted financial modeling, including several revenue models, to include in a business plan and pitch book designed to attract new funding. The business plan included plans for scaling up and entering the US market. From an operational point of view, the students looked at scaling the platform, moving to cloud services, and developing a team of qualified people to support the growth.

The owners of this personal services company wanted to look at scaling the business further and potentially move towards developing franchises. The student team researched developing a small business into a franchise, and created a strategy for scaling and growing the team while at the same time ensuring brand quality remains intact. This project combined elements of growth strategy and organizational structure/human resources.

Large Business:

This established business was looking at developing new services beyond their existing ones. Students conducted a market analysis and developed a launch strategy with scalable operational and financial models, estimated capital expenditure needs and integrated these into a project matrix and timeline.

Non Profit:

This organization is highly reliant on government grants and donations. The students helped the organization with a strategic review, with the goal of identifying new revenue streams, new organizational models and new approaches that would lead to a more stable environment for the organization.

Social Enterprise:

This established community-based organization has some successful programs that have great impact. The organization wanted to build a sustainable enterprise out of one of their programs. Students determined the best revenue model for the enterprise. They researched what customers were willing to pay for the product/service, developed financial projections, and created a plan that sustains the enterprise. This project combined elements of revenue model design, financial projections, sustainability and scalability.

This organization was exploring a pilot plan for a specific service to be part of a social enterprise model. The students conducted an in-depth environmental scan of existing marketplace competitors for this service, and developed a cause-related marketing strategy to introduce the organization to the market. This project combined elements of market analysis and marketing strategy.

UCalgary Projects:

This UCalgary research institute wanted to explore options for income generation, and expand their operations beyond the research sphere through combining tourism opportunities with education. Students researched the potential of expanding field schools targeted at high school and undergraduate programs. They developed a business model including a comprehensive assessment of the institute's capacity to host field schools and generate sustainable income. This project combined elements of market analysis, revenue model design and sustainability.