# Business Management Senior Capstone Experience 2020-2021 Application

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| PLEASE NOTE:  Students planning to graduate Fall 2020 should have at least 112 credits by the end of Spring 2020. Those planning to graduate Spring 2021 should have at least 96 credits by the end of Spring 2019. **Students who do not have enough credits are required to attach a written plan to their SCE applications that outlines steps necessary to fulfill graduation requirements.** *Remember - the SCE is a requirement for graduation. Failing to successfully complete the required intermediate steps in a timely fashion may jeopardize your ability to graduate as planned.* |

The SCE in Business Management is an intensive individual project that requires extensive research, thoughtful analysis, and clear writing. The capstone provides a chance for students to demonstrate expertise and skills in an area of business management by choosing one of three types of SCE formats: Strategy, Special Topic, or Business Plan.

This challenging project requires planning, time, and commitment. The first step in this journey is for you to submit an application to pursue your project.

Applications need to be typed, signed, and submitted as hard copies.

**Applications are to be submitted to your academic advisor by Monday, March 16.**

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| **Strategy Capstone** | **Business Plan Capstone** | **Special Topic Capstone** |
| The strategy capstone allows students to closely examine the performance of a publicly held firm in the context of its competitive environment. See next page for list of firms which cannot be used for 2020-2021 capstones. Any students without a preference regarding capstone advisor will be assigned one by Prof. Vowels. | The business plan capstone allows students to craft a detailed plan for starting a business. Students are encouraged to discuss their entrepreneurial ideas with Prof. Bauer, who advises all business plan capstones. | The special topic capstone reflects student interest in a particular area of business management (and is a popular option for students pursuing double majors). Students are encouraged to discuss their research ideas with a faculty advisor whose work focuses on their area of interest:  Prof. Barroll, Prof. Harvey, Prof. Le Bon, Prof. Putnam Rankin, Prof. Tsai, Prof. Vich, Prof. Vowels, or Prof. Williams. |

A proposal for the subject of your capstone is to be attached to your application. Please see the published 2020-2021 Department of Business Management Senior Capstone Experience Guidelines for due dates and detailed information about each of the capstone types listed above (http://bit.ly/2j2k2sr).

**Firms Used for Strategy SCEs within Previous Three Years** (May not be used for 2020-21)

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| A T & T  Abbott Laboratories  Acushnet Holdings  Adidas  Advanced Micro Devices  Aecom  Alibaba  Altria Group  Amazon  American Airlines  American Express  Anheuser-Busch  Audi  Baidu, Inc.  Best Buy  Boston Beer  Brinks Co.  Brown-Forman  Burberry  Canadian Solar  Capital One  CarMax  Carrefour  Caterpillar  CBRE Group  China Eastern Airlines  China Evergrande Group  China Lodging Group  Coca-Cola  Columbia  Costa Del Mar  Cummins  CVS  Daimler AG  Danone-Silk  Deere & Company  Delta Air Lines  Dun & Bradstreet  Dycom  Electronic Arts  Envision Health Care  Estee Lauder companies  Etsy  Fast Retailing Co., Ltd.  Ferrari, NV  Fidelity National Information  Services  Ford Motor Company  GAMCO Investors  General Motors  H & R Block  Hennes & Mauritz  Herbalife LTD  Herman Miller  Hermes International  Huawei  Hyatt  Instagram  JD.Com  JetBlue  JP Morgan Chase & Company  Jones Lang LaSalle  Kate Spade  Kering  LVMH  L'Oreal  Las Vegas Sands Corp.  Live Nation Entertainment  Lululemon  Lyft  Madison Square Garden  March & McLennan  Marriott  Mattel  McDonalds  McKesson Group  MGM  Michaels  Michaels Company Inc.  Microsoft  Milwaukee Tool  Mizuno  Motorola Solutions  NBTY  NetEase  Netflix  Nextera Energy  Nike  Nintendo  Northrup Grumman  Nvidia Corporation  Pandora Media, Inc.  PayPal  Pilot Corp.  PNC  PVH Corporation  Ralph Lauren Corp  Regal Entertainment  SAIC (Science Applications  International Corporation)  Samsung  SAP SE  Shiseido Company, Ltd.  Sirius XM Holdings Inc.  Six Flags Entertainment  Group  Snapchat  Sony Corp.  Southwest Airlines  Square Enix  Starbucks  Steve Madden  Sturm Ruger & Co.  Sysco Corp.  T. Rowe Price Group, Inc.  Target  Tencent  Tiffany & Co.  Toll Brothers  Toyota Motor Corp  Ulta Cosmetics  Under Armour  United Bank of Switzerland  Urban Outfitters  Valero  Vans Inc.  Vestas Wind Systems A/S  Copenhagen  Vitamin Shoppe  Walmart  Walt Disney Co.  Wells Fargo & Co.  Wendy's  Yeti Holdings  Yum Brands |  |  |

# Business Management Senior Capstone Experience

**Application for Students Graduating Fall 2020 or Spring 2021**

## General Information (required)

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| **Name** |  |
| **Expected Semester of Graduation** |  |
| **Anticipated credits by May 2020** | Students not meeting minimum requirements must attach a written plan for making up the deficit. |
| **Major(s)** |  |
| **By checking this box, I am indicating that I have attached a proposal that includes an**  **overview of the industry I selected below (Strategy Capstone only), or that details my project proposal (Special Topic or Business Plan Capstones).** | |

### Complete this section if selecting Strategy Capstone

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| **Industry** | Refer to the S&P 500 list of sectors and  industries at https://goo.gl/aUcwmN and identify the specific industry that your firm operates in. | | |
| **Publicly held firm** (1st choice) |  |  |  |
| **Publicly held firm** (2nd choice) |  |  |  |
| **Publicly held firm** (3rd choice) |  |  |  |
| **Preferred Capstone Advisor**  (optional) |  | | |

### Complete this section if selecting Special Topic Capstone

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| **Title of project** |  |
| **Capstone Advisor Name** |  |
| **Capstone Advisor Signature** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

### Complete this section if selecting Business Plan Capstone

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| **Title of project** |  |
| **Capstone Advisor Name** | *Prof. Joseph Bauer* |
| **Capstone Advisor Signature** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

## Signatures (required)

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| Student Signature & Date | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Academic Advisor Name |  |
| Academic Advisor Signature | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**This document must be submitted to your major advisor by March 16, 2020.**