# 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 & TAbbott LaboratoriesAcushnet HoldingsAdidasAdvanced Micro DevicesAecomAlibabaAltria GroupAmazonAmerican AirlinesAmerican ExpressAnheuser-BuschAudiBaidu, Inc.Best BuyBoston BeerBrinks Co.Brown-FormanBurberryCanadian SolarCapital OneCarMaxCarrefourCaterpillarCBRE GroupChina Eastern AirlinesChina Evergrande GroupChina Lodging GroupCoca-ColaColumbiaCosta Del MarCumminsCVSDaimler AGDanone-SilkDeere & CompanyDelta Air LinesDun & BradstreetDycomElectronic ArtsEnvision Health CareEstee Lauder companiesEtsyFast Retailing Co., Ltd.Ferrari, NVFidelity National Information  ServicesFord Motor CompanyGAMCO InvestorsGeneral MotorsH & R BlockHennes & MauritzHerbalife LTDHerman MillerHermes InternationalHuaweiHyattInstagramJD.ComJetBlueJP Morgan Chase & CompanyJones Lang LaSalleKate SpadeKeringLVMHL'OrealLas Vegas Sands Corp.Live Nation EntertainmentLululemonLyftMadison Square GardenMarch & McLennanMarriottMattelMcDonaldsMcKesson GroupMGMMichaelsMichaels Company Inc.MicrosoftMilwaukee Tool MizunoMotorola SolutionsNBTYNetEaseNetflixNextera EnergyNikeNintendoNorthrup GrummanNvidia CorporationPandora Media, Inc.PayPalPilot Corp.PNCPVH CorporationRalph Lauren CorpRegal EntertainmentSAIC (Science Applications  International Corporation)SamsungSAP SEShiseido Company, Ltd.Sirius XM Holdings Inc.Six Flags Entertainment  GroupSnapchatSony Corp.Southwest AirlinesSquare EnixStarbucksSteve MaddenSturm Ruger & Co.Sysco Corp.T. Rowe Price Group, Inc.TargetTencentTiffany & Co.Toll BrothersToyota Motor CorpUlta CosmeticsUnder ArmourUnited Bank of SwitzerlandUrban OutfittersValeroVans Inc.Vestas Wind Systems A/S  CopenhagenVitamin ShoppeWalmartWalt Disney Co.Wells Fargo & Co.Wendy'sYeti HoldingsYum 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.**