

## Capstone Project Examples

All Capstone Business Projects should be completed in a total-organization framework that considers the impact on other departments and on a company's position and competitive strength in the marketplace. The following are examples typical of past OEMBA Capstone Business Projects:

- Business plan for a new start-up venture, or product
- Marketing plan and associated financials for a new product or service
- Study evaluating the feasibility of establishing an international consultancy
- Strategic analysis of how to combat reduced market share from competitive entry
- Reorganization plan following massive corporate downsizing
- Analysis of point of service HMO plan for health care
- Analysis of emergency room care for a local hospital
- Short and long term business plan for an urgency care/walk-in unit of a hospital
- Analysis of emerging technology threat to core business
- Business plan for a model LAN based computing environment
- Business plan to guide the development & implementation of a new strategic business unit
- A plan for the development & implementation of a direct marketing customer database
- Development of a strategic, financial, and information system for an existing small business
- A plan analyzing the feasibility and implementation issues of an advanced engineering training program
- Proposal for creation of a NW Regional high voltage energy transmission grid
- Analysis of major financial decision on whether to go public
- A plan for analyzing outsourcing decisions
- Feasibility and market analysis for a web-based cell phone application