



---

# SENIOR *EXPERIENCE*

AT CALIFORNIA STATE UNIVERSITY SAN MARCOS

---





## THE PROGRAM

The CSUSM Senior Experience Program matches teams of five graduating business students with for-profit and non-profit organizations to complete projects. Students gain experience by working as consultants on rigorous, real-world projects that require teamwork and application of classroom knowledge. Businesses benefit by receiving concentrated attention from bright, energetic teams that provide a fresh, independent look at their business challenge.

## QUICK FACTS

- 5-student consulting teams
- 750 project hours provided
- Spring and Fall semester availability
- 29-year-old program
- 2,000+ projects completed for sponsoring businesses
- 9,500+ business students have completed the capstone program
- 40% or projects completed for non-profit organizations
- More than 50% repeat business project sponsors
- 1-person startups to Fortune 100 companies



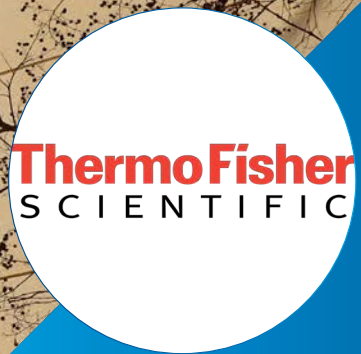
### 750 hours

project hours required from each team in the program.





MARKSTEIN HALL



“We needed to improve inventory visibility across a growing and diverse business unit. A colleague recommended the Senior Experience Program and we were pleased by the final presentation. A business intelligence tool was created giving us the ability to analyze inventory at a much deeper level. It was a valuable experience overall.”

**- GERRIT SMITH, SR. DIRECTOR OPERATIONS**




## PROJECT OPTIONS

Previous Senior Experience projects have been comprised of the following analyses, but **each project is tailored to the specific needs of the business.** Companies can expect to engage with students 30-60 minutes per week to provide and receive feedback and ensure the project is progressing towards successful solutions.

- **Business Plan**
- **Marketing Plan**
- **Financial Plan**
- **Social Media Plan**
- **Market and Competitive Analysis**
- **Website Design/Refresh**
- **Mobile App Design**
- **Operational Efficiencies Plan**
- **HR On-boarding Plan**







“The company needed help researching best in class customer portal solutions that could serve our highly diversified customer base. The team knocked it out of the park. We were blown away throughout the entire process by their professionalism and motivation. They provided a detailed report and pointed out software options we had never heard of before. We still reference their final paper as we continue through the discovery phase of the project. For the cost, the ROI was a huge win for all involved. “

- **JEFF COLUMBUS, MANAGER,  
AFTERMARKET SERVICES**



**Viasat™**



## SENIOR EXPERIENCE EVENTS

### Final Presentations

At the conclusion of the project, each student team presents their project findings. The business sponsor is invited to attend and invite desired guests. During this formal presentation, the students report their research and provide a concise summary of the tailored project solutions. Invitations are extended from students to sponsors at the end of the project cycles in May and December.

### Senior Experience Trade Show

CoBA's signature Senior Experience Trade Show is the semi-annual showcase of senior business students' final projects for the local business community. More than 200 professionals attend to visit 50+ student booths to learn about the student research and business solutions provided for sponsoring organizations. This event is free and open to the public.

Project sponsors and business community are also invited to the Business Networking Reception, north county San Diego's premier networking event, which is hosted prior to the Senior Experience Trade Show.



## 29 Years

The number of years the program has been serving local businesses.







## SENIOR EXPERIENCE PROJECT PRICING

Each Senior Experience project is tailored to fit the sponsoring organization's needs. The following table explains the investment and value provided for participating businesses. While average consultant costs start at \$150 per hour, the Senior Experience program provides an affordable alternative to traditional consulting.



For more information about how the Senior Experience program can serve your organization, please contact the CSUSM College of Business Administration **Director of Business Development, Miguel de Jesus**, for more information about pricing and project options.

Number of Students	Project Hours	Pricing	Availability
5	750	\$1,500	January-May and August-December

 (760) 750 - 4266  [mdejesus@csusm.edu](mailto:mdejesus@csusm.edu)

 [csusm.edu/mba/seniorexperience](https://csusm.edu/mba/seniorexperience)



SENIOR EXPERIENCE at CALIFORNIA STATE UNIVERSITY SAN MARCOS

---

333 S. Twin Oaks Valley Rd., San Marcos, CA 92096 • (760) 750-4266 • [csusm.edu/seniorexperience](https://csusm.edu/seniorexperience)