Instructor:  John R. (Dick) Montanari


Purpose:  The purpose of the Masters Project is to give students and opportunity to apply the knowledge gained in the MBA Program to an actual problem or situation in a business or non-profit organization. Student teams will determine the organizational location and topic for their presentation. Most teams find it helpful to discuss their topic with the instructor

Description:  The Masters Project is designed to be a team effort. Teams are composed of 3 students. Only under special circumstances will teams of 2 or 4 be approved. The project proposed must be of sufficient breadth, depth and rigor to constitute a graduate level capstone experience. The projects are to be of a nature that will require the team to utilize knowledge and skills acquired throughout the course work in the MBA. This should be made explicit in your proposal and referenced in the final report.

Each student on the team should expect to devote approximately 150 hours to the project. Only projects that are judged to be of sufficient magnitude and rigor will be approved.

Project Proposals. “Writing the Research Proposal” is the title of Chapter 6 of the Leedy and Ormrod (8th edition) text. This will provide guidelines for preparing your proposal. Not all proposals will follow these guidelines. The topic and nature of the project will dictate the exact format for the proposal and final report. **Consult with your instructor if you feel you must alter the format for either the proposal or the final report.** In addition, the proposal must identify the MBA course(s) materials that will be utilized in the development of the project. For example, if you will use cost center analysis, you should reference the managerial accounting course you took. The project proposal is due the 3rd week of the term. **You must submit two (2) copies of the proposal.**

The expected length of the full proposal will vary depending on the team size and complexity of the project. It is helpful to remember that the proposal serves as the first sections of the final report. Therefore, a complete and high quality proposal will not only serve to guide your efforts in completing the project; but also saves time and effort when compiling the final report.
**Final Projects.** The final project should follow an approved style (APA or Chicago). The length of the final report will depend upon the topic and nature of the project. Chapter 12 of the Leedy and Ormrod (8th edition) text gives technical details for organizing a final report. As a general guideline, final project reports for a three-person team typically averaged around 75 pages. **Two copies of the final project are due the 13th week of the term.**

**Presentations.** Each team is required to make a formal presentation of their project report. Information on making presentations will be provided throughout the course. Teams should plan for a 20-30 minute presentation, with approximately 10 minutes for Q & A. Members of the MBA Committee and Alumni Association will be invited to attend the presentations, as well as company contacts. Presentations will be scheduled for the 14th week of the semester.

**Feedback.** Classmates, invited guests, and the instructor will provide feedback to the presenting team. This written information will be synthesized by the instructor and returned to the team. At the final class session (week 15), the teams will be expected to discuss their projects, what they would have done differently, the problems they encountered, and any pleasant surprises during the experience.

**Attendance.** All students are expected to attend class and all scheduled meetings. It is during the scheduled class time that your instructor will be available to advise and consult. Your team should also utilize class time to make progress on your projects.

**Grades.** Grades are based on the quality of the written project report, the quality of the oral presentation, and contribution to the team effort. Each member of a team, will not necessarily receive the same grade – the grade one earns will be based on his/her contribution to the project as measured by a peer.

**Grading Criteria and Weights**
- Team Contribution and Attendance – 10%
- Written Proposal – 15%
- Proposal Presentation – 5%
- Final Presentation – 20%
- Final Written Report – 50%
Class Schedule

Week of Jan. 22  
Overview of course  
Brief presentation of topic to class.

Week of Jan. 29  
Team Meetings  
Work on formal proposal  
One-page Topic description is due.

Week of Feb 5  
Formal Proposal Submitted  
Teams present Proposals to class

Week of February 12  
Feedback on Proposals and Team work

Week of February 19  
Project Work

Week of March 26  
Draft Due

Sunday, March 25  
& Sunday, April 1 –  
SPRING BREAK

Week of April 2  
Feedback on Drafts

Weeks of April 9 & 16  
Work on Final Project and Presentations

Week of April 16  
Work on Final Project and Presentations

Week of April 21  
Final Projects Due  
Work on Presentations

Week of April 28  
Presentations

Week of May 5  
Reflection and Feedback