



California State University
SAN MARCOS

College of
Business
Administration

Senior Experience Trade Show

May 15, 2017

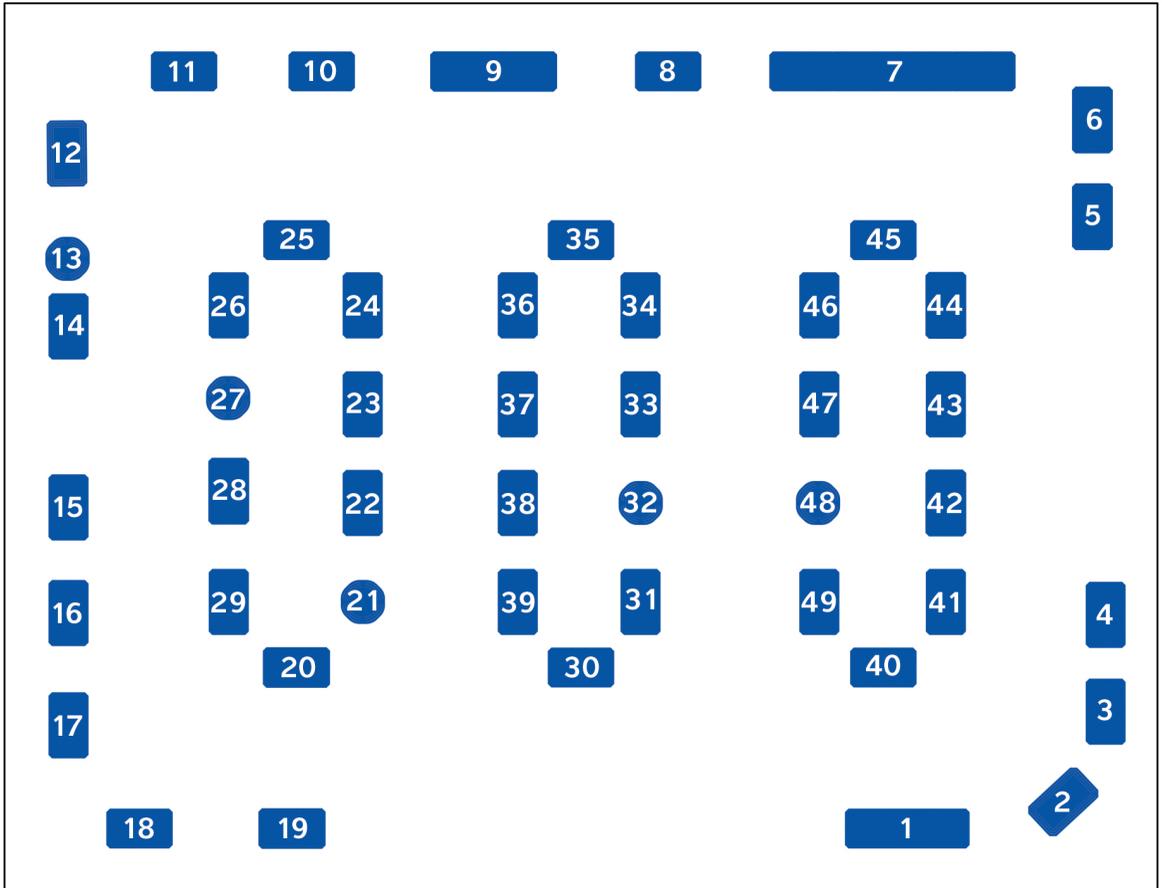
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Spring 2017 Senior Experience Projects



22nd District Agricultural Association

Ma Angelina Bondoc, Joshua Evola, Vincent Gonzales, Kayla Kelsey, Samantha Strohm; Advisor: Qi Sun, Ph.D.



The 22nd District Agricultural Association was looking into potential ancillary services for an upcoming facility renovation. The team conducted interviews for potential services and performed industry research to determine relevant cash flows for capital budgeting. Using the capital budgeting process, the team was able to determine the feasibility of each proposed service.



22nd District Agricultural Association

Dash Delaney, Barrett Jones, Jacqueline Pio Roda, Alicia Pollak, Dean Wiltsey; Advisor: Tom Sennhauser, MBA, MSEE



The objective of this project was to recommend two potential ancillary services that would best complement a 1900-seating venue at the Del Mar Fairgrounds. The study includes a detailed look at three different key issues and their viability: alcohol beverage sales, substitute events, and exclusive memberships.



BNY Mellon

Max Alvarez, Erik Loyd, Beauty MacDonald, Christina Massas, Dylan Ries
Advisor: Peter McLaughlin, MBA



BNY Mellon Wealth Management wanted to know which criteria family law attorneys consider in referring clients to financial advisors. The team conducted a survey targeting family law attorneys. The research provided key data that will help BNY Mellon gain insight into the financial referral process and to further understand clients' needs regarding financial professionals.





Car Coat Superior Paint and Body

Danielle Castaing, Ryan Kelley, John Leather, Vanessa Pimental, Kevin Yasuoka
Advisor: Roger Herzler, MBA



Car Coat Superior Paint and Body, a small auto body shop, wanted a customer relationship management (CRM) solution to replace their handwritten estimation and invoicing system. The team recommended a system by gathering requirements and conducting product research. Car Coat Superior has begun a pilot program using the team's implementation plan.

Center for Teacher Innovation

Alejandra Castilla, Liliana Gonzalez, Shawn Nguyen, Carina Rojas, Charissa St. Clair
Advisor: Terrie Canon, MS



The objective of this project was to assist Center for Teacher Innovation with their current marketing strategies and social media outreach promoting their Ed Specialist Induction Program. Throughout the semester the team conducted in-depth research including a market and competitive analysis. As a result, a marketing strategy was developed that included a social media marketing plan and a content calendar.



Chairmen's RoundTable

Elizabeth Aguilar, Christopher Bronson, Mark Luciani, Wendy Morgan, Dannie Westom
Advisor: Carrie Smith, MBA



Chairmen's RoundTable (CRT) is a non-profit organization that provides pro-bono consulting to the San Diego business community. CRT has had an inconsistent flow of clients due to their uniqueness of their offering and limited marketing. The primary objectives of the project were to identify prospective industries and companies, then develop a repeatable lead generation process for CRT.

Charles Koll Jewelers

Austin Burke, Gabriela Eracelous, Taylor Lode, Brandon Scharoun, Madchen Schwenk
Advisor: Doug Lombardi



Charles Koll Jewelers wanted to increase sales and brand awareness with a new marketing strategy. The team conducted a survey and did market research. The final deliverables included analysis of the survey results, filmed and non-filmed video scripts, multiple concept ads, a marketing budget plan, and further recommendations.





City of Carlsbad’s Cultural Arts Office

Matthew Barnes, Zack Jacobssen, Mary Mushines, Shari Nickles, Andrew Noland
Advisor: Randall Hansen



The City of Carlsbad Cultural Arts Office sought to research the development of an SL100 mobile stage rental program. Deliverables for this project included recommendations on potential target market, rental policies and procedures, software implementation, audio equipment, transport vehicles, and associated staffing needs for the program.

City of Gary, Indiana

Elizabeth Buckle, Christopher Ceja, Joshua Maffei, Shelby Sellers, Justin Washington
Advisor: Alan Omens, MBA, Ph.D.



The team was engaged by the city of Gary, Indiana to identify significant factors that attract Chinese foreign direct investment and provide recommendations for engaging this target market. Following the identification of significant factors through case analyses, a SWOT analysis of the city was conducted. The city’s competitive advantages and disadvantages were discussed in relationship to attracting several investment possibilities.



Cohn Restaurant Group

Aftan Ellison, Jamine Nyamekye, Jesseca Obayashi, Virginia Saucedo, Nathanael Zamir
Advisor: Todd Colburn



COHN RESTAURANT GROUP

The Cohn Restaurant Group sought to create a comprehensive beverage training program for their service staff. The team conducted research and created a beverage and demographic survey to identify customer preferences. The research and survey results provided the team with necessary information to create three uniquely tailored beverage training modules to be used company-wide.

Cookies con Amore

Jesus Hernandez, Amiel Maldonado, Carlos Morales, Henry Perez, Poras Sigamporia
Advisor: Dick Lansing, MS



A time and motion study was conducted for every process involved in producing Cookies con Amore’s highest selling cookie, the Linzer. Through timed trials, the team determined a standard labor time and manufacturing cost, and configured a dashboard to facilitate these estimations. Through these analyses, the team created a list of recommendations to enhance their overall operations.





CSUSM College of Business Administration

Yi Hong, Diana Jang, Marc Outwater, Mary White, Yisi Zuo
Advisor: Rebeca Perren, Ph.D.



The College of Business wanted to update its Senior Experience program website content, with a focus on the benefits that sponsors receive from participating in the program. The team created multiple videos to showcase the value of the program, including testimonials from sponsors, faculty advisors, and prior students. Additionally, the team reviewed the current website content and made recommendations to improve the user experience. Further recommendations were also given for future promotions of the Senior Experience program.



CSUSM Culinary Project

Kimberly Cruz, Yanelit Madrigal, Imelda Paz, Mahal Roesser, Gigi Soto
Advisor: Kathy Fuller, Ph.D.



This intercollegiate team helped create Dr. Soriano's non-profit Culinary Arts Training and Prevention program. This program serves high school students, ages 15-17, at risk of not graduating. The team conducted research, identified best practices, and evaluated program capacity and cost. The final product includes a business and program plan which provides students with mentorship, life-skills development, culinary skills, and academic credit.



CSUSM Extended Learning

Shane Brosterhous, Sammy Elbanna, Shoko Kanda, Anna Kouprina ,
Summer Lane, Phillina Towry, Mario Vergara; Advisor: Wayne Fields, MBA



CSUSM Extended Learning is developing a short-term study abroad program with a three-way exchange between international students from partner universities in Germany and South Africa. Students will further their education in international business while experiencing Southern California. This team developed an International Program with marketing, financial, and course recommendations.



DIG Corp

Catherine Bradshaw, Nicole Deal, Christopher De Barros Barreto, Aaron Fisher, Kevin Martinez; Advisor: Alan Omens, MBA, Ph.D.



The team worked with DIG Corporation to gather market research for customer and product feedback. The team coordinated three trade show style events which provided data to make various recommendations for the company. This research will help DIG Corporation make the necessary changes to improve this product and successfully enter a new market.





DLH Foundation

Peter Hilliard, Christina Jacobson, Frederick Nguyen, Georgina Olmos, Sonia Vasquez; Advisor: Kathy Fuller, Ph.D.



The DLH Foundation is a non-profit organization with a mission to create a community and help find a cure for gastro-esophageal cancers. The goal for this project was to conduct research identifying the importance of volunteerism and to recruit individuals to volunteer at the annual fundraising event, A Pour Towards a Cure. This event funds scholarships for individuals who are affected by gastro-esophageal cancer. In addition, the team explored benefits of support groups and made recommendations for future implementation by the DLH Foundation.

Fashion Furniture Rental

Alex Arango , Sam Farzinkhou , Salinda Ly , Rosa Mayorga , Alexander Paterno
Advisor: Peter Antoniou, DBA



Fashion Furniture Rental is a California based company specializing in providing unique furniture rental. The team was tasked with determining the market potential in surrounding states as well as uncovering political and legal barriers for expansion. An acquisition plan along with industry analysis and internal processes considerations were provided to help grow Fashion's market share.



FirstWatch

Joel Enriquez, Justin Maldonado, Cole Miller , David Simek, Samuel Williams; Advisor: Emily Tarr, Ph.D.



FirstWatch wanted to get a snapshot of the quality improvement process in the emergency medical services (EMS) industry. They wanted to know if agencies were actively participating in, or have, quality improvement programs. The team created a survey to gather and analyze the state of quality improvement in the EMS industry.



Full Access & Coordinated Transportation

Arthur Cronin, Artem Druzhkov, Jessica Weimann, Bradley Williams, Dana Wilson; Advisor: Wayne Fields, MBA



Full Access & Coordinated Transportation (FACT) wanted to expand their contracting service to city transportation programs serving seniors and those with disabilities. The team conducted research on cities in San Diego County to discover which such programs were available. The team developed a marketing plan to engage with five transportation programs that were the best fit for immediate expansion.





Infocore, Inc.

Austin Hoffman, Christopher Kafka, William Marriott, Nicole Naczas, Jeffrey Rosales; Advisor: Peter Antoniou, DBA

INFOCORE



Infocore is encountering changes in the direct marketing industry as firms' marketing expenditures shift from direct mail and email campaigns to digital advertising. The team conducted interviews, developed an industry and competitive analyses, and provided a business strategy plan with potential courses of action. The team also gave recommendations for new business lines Infocore could pursue to remain relevant in an evolving business environment.



Intuit

Daisy Bueno, Ana Cordero, Paul Gomez, Thao Nguyen, Brenda Murguia
Advisor: Yi Sun, Ph.D.



Intuit wants to integrate Slack as their new communication tool by creating three educational videos. The team interviewed Intuit employees and held various meetings with the Intuit sponsors to develop the content and context for the videos through a storyboard script format. The team delivered three effective Slack tutorial videos that cater to Intuit employees.



ItsPayd, Inc.

Yvette Elizalde, Sierra Hinkle, David Rojano, Julie Vu, Christina Zaragoza
Advisor: Doug Lombardi



ItsPayd wanted to host a philanthropic event to generate positive publicity in efforts to grow brand awareness by partnering with the Southern California German Shepherd Rescue. The team initiated a "Homecoming" campaign by utilizing social media, creative flyers, community boards, and targeted e-mails to achieve maximum exposure. The project resulted in a guidance manual for re-hosting the event and recommendations.



ItsPayd, Inc.

Stephanie Fernandez, Luis Hernandez, Shalini Khullar, Trina Montano, Nahdya Weathers; Advisor: Nima Zaerpour, Ph.D.



ItsPayd aims to expand its consumer reach by creating the first peer-to-peer lending app, "tewyu". The team exposed the brand through promotion on popular social media platforms such as Facebook, Instagram, and Twitter by targeting key active demographics. Part of this process included identifying top influencers. The results show that tewyu is now a recognized brand on these social media platforms.





Karma Connected

Lindsey Adams, Haylee Barritt, Evan Hoenig, Tiana Love, Toulia Manassakis
Advisor: Carrie Smith, MBA



Karma Connected (KC) is an e-commerce startup business that needed help reaching out to small, socially responsible businesses for partnership. Through secondary research methods the team created a marketing proposal and database for KC. The database includes 200 socially responsible companies broken down by industry. The proposal recommends outreach strategies for KC that should yield successful negotiations with potential partners.



KBR Health Products

Amy Crook, Dylan Hentschel, Ron Johnson, Courtney McLeish, Jacob Sanders; Advisor: Roger Herzler, MBA



Dr. Rehm requested increased brand awareness for his foot care products using social media. The team researched the benefits of using social media platforms, search engine optimization, and paid advertisements. The result was an outlined social media training plan and search engine optimization guide.



Lewis Lifetime Tools

Raychel Allen, Yainet Garcia, Michelle Mendoza, Blake Miliate, Jennifer Sandoval; Advisor: Kristin Stewart, Ph.D.

Lewis Tools

In an effort to improve its appeal among millennials, Lewis Lifetime Tools, a lawn & gardening company, asked the team to evaluate their brand image. The team researched, planned, developed, and soft-tested a 12-month social media marketing plan that would transform the company's brand image from traditional to lifestyle-oriented.

Modus Robotics

Mitchel Gonzalez, James Kutterer, Dustin Taylor, Gelareh Taylor, Jordan Yonts
Advisor: Peter McLaughlin, MBA



This project focused on how the company can market its drone services to the water utility industry. Through research the team discovered the challenges the water companies currently face with traditional methods and gathered critical information. The team determined that Modus Robotics can eliminate the challenges with visual inspections conducted by drones.





National Electrical Contractor Association

Amir Ailabouni, Amira Badr, Joshua DeSoto, Jesus Martin, Mohammad Reza Shaneh sazzadeh; Advisor: William Byun, MS



The National Electrical Contractors Association tasked this team with alleviating their project management labor shortage within their industry. The team conducted a membership survey and analyzed comparable project management educational programs taught through other schools, industries, and countries. A curriculum was created that was capable of teaching the required skills and knowledge by utilizing the gathered data.

Native Tech

Eric Bruehl, Nathan Douroudian, Alex Le, Spencer Soto, Grant Ware
Advisor: David Berry



Native Tech wants to create a hydration system for a wetsuit that is not only efficient but also cost effective. The team produced an industry analysis and survey research. Utilizing these findings, a business plan was formed to help bring the product to market in the future.



Newland Communities

Kurtis Cunningham, Nicholas Henderson, Mayra Nicolas, Stephanie Rogers, Jorge Valencia; Advisor: Anne Randerson, Ph.D.



Newland Communities is a development company concerned with the effects that super commuting has on the San Diego region. The project objective was to uncover the impacts by researching economic trends, the housing market, and health impacts. The team also administered surveys to local businesses. Based on the team's findings, recommendations were provided to address the challenges.

North County Cemetery District

Clayton Dowdy, Yuheng Li, Tyler Montano, Justin Peterson, He Qi
Advisor: Nina Woodard, MBA



The purpose of this project was to take an existing structure on site at Oak Hill Memorial Cemetery and decide whether to renovate or demolish it. The team recommended demolishing existing structure and put together a detailed breakdown of the demolition and construction costs as well as compiled the necessary permits to start each phase of the project.





North County Fire Protection District

Cyrus Faramarzi, Kevin Fischer, Kevin Little, Samantha Shea, Derek Tucker
Advisor: Wayne Fields, MBA



The North County Fire Protection District currently serves the communities of Bonsall, Fallbrook and Rainbow. The team was tasked with revamping their social media program, improving community outreach regarding the impending decommissioning of an ambulance, and improving Hispanic community outreach regarding fire safety and general information.

Oceanside Unified School District

Mariel Espinoza, Alex Hernandez, Sophia Hernandez, Akash Mylatore, Dennis Nguyen
Advisor: Mark Simpson



Oceanside Unified School District serves a diverse community of 18,899 students, of which 11% do not have access to Internet services within their homes. The project objective was to develop a single or multi-faceted solution to address this issue. The team evaluated three courses of action and made a final recommendation to utilize the Cox Connect to Compete program which was found to be the most viable, expeditious and effective solution.



Ozone Plus

Timothy Denney, Greg Milev, Torey Roberts, Trent Roberts
Advisor: Robert Aboolian, Ph.D.



Ozone Plus wanted a go-to-market strategy for their revolutionary ozone generators. Through sponsor meetings, industry and competitor analysis, and interviews, this team has crafted a go-to-market strategy for Ozone Plus. All of the data have been compiled into easy to read graphs along with a detailed analysis of independent research followed by a final recommendation.

Pay it Forward Processing

Brian Garcia, Angel Mora, Rachel Pham, Zahra Haji Rassouli, Ashley Zargham
Advisor: Nina Woodard, MBA



Pay It Forward Processing sought to expand their sales force by hiring twenty independent sales agents, specifically targeting military veterans, military spouses, and entrepreneurs. The team conducted research on the most viable states to pursue these candidates, as well as the appropriate job platforms and employment organizations to use in connecting the right candidates with the opportunities offered.





Planet Pawsitive

Josefina Espino, Tanner Huibregtse, John Johnson III, Christian Miller, Stefanos Taousakis; Advisor: Dick Lansing, MS



Planet Pawsitive’s goal for the uLeash, an innovative dog leash, was to gain brand awareness to increase sales. The project consisted of redesigning the company website, implementing an online marketing plan, and launching a crowdfunding campaign. The team delivered a redesigned website, an implemented online marketing plan, and an Indiegogo crowdfunding campaign.

Postal Annex #3002

Diana Garcia, Stefania Lomeli, Husina Saleh , Yanqing Xu, Michael Keeler
Advisor: William Byun, MS



The objectives for Postal Annex were to expand the scope of the offerings, enhance foot traffic, and increase sales. The methodology used was database research and a field study on Postal Annex competitors. The establishment of mobile services and a strong in store identity are recommended for the growth of Postal Annex.



Professional Recruiter Associates, Inc.

Aaron Bronis, Riley Hester, Devin Koeplin, Ryan Odom , Alyssa Omahen
Advisor: Ted Shore, Ph.D.



Professional Recruiter Associates is an executive recruiting firm that wants to market its services to hiring managers who are looking to fill highly specialized positions. This was achieved through market research and interviews of industry executives. A “Best Practices Marketing Plan” was then developed to help the company increase brand awareness.



San Diego Business Journal

Michael Casatico, Tracy Daniel, Victor Mateo, Karoline Poulsen, Cody Wilson; Advisor: Todd Colburn



In partnership with the CSUSM College of Business Administration and the San Diego Business Journal, the team developed a semi-annual Business and Craft Brewers Confidence Diffusion Index. The survey results will be published in the San Diego Business Journal. In addition, the team was asked to explore the feasibility of establishing a confidence diffusion index for the tourism industry.





San Diego Sport Innovators

Fallon Beaumont, Christopher Garcia, Graciela Hallmeyer, Valerie Ortiz, James Reneau; Advisor: Vassilis Dalakas, Ph.D.



San Diego Sport Innovators is conducting an economic impact study of the Sport and Active Lifestyle Industry within San Diego County. The team was asked to research and apply industry codes to sport and health related establishments within San Diego. The final deliverable was an excel sheet and an analysis depicting the significance of these codes.

SOLE Effects

Nick Carmichael, Jenny Chavez, Michael Esse, Brooke Ferrell, Lim Park
Advisor: Alan Omens, MBA, Ph.D.



Karen Ogden, co-founder of the company SOLE Effects and director of their leadership program, SWITCH, wanted to determine how other leadership programs are run, measured, and funded. The team conducted primary research through questionnaires given to surrounding schools' leadership program directors as well as extensive secondary research. Using their findings, the team made recommendations as to how SWITCH should be run, measured, and funded.



Streamaroo

Brenda Contreras, Justin Janich, John Saad, Diana Valladares
Advisor: Terrie Canon, MS



Streamaroo™
The Smartphone tripod that fits on your hat!

Streamaroo is a manufacturer and retailer of unique hat-mounts for shooting video with smartphones or GoPro cameras. They wanted to increase their online presence and overall sales. The team conducted research to develop an ideal target customer and marketing strategy. The final deliverable was a comprehensive, 18-month social media marketing plan with specific, measurable metrics given to track and evaluate its success.



Tri-City Medical Center

Austin Brehm, Jessi Mendoza, Brian Pierce, Joe Salamanca, Brittany Tugwell; Advisor: Kathleen Watson, Ph.D.



The purpose of this project was to address Tri-City Medical Center's need for a comprehensive set of brand guidelines. The team conducted research by exploring publicly available guidelines and interviewing an outside hospital for insight into scope and best practices. The final product was a set of two guidelines: one for internal use and one for use by outside affiliates.





Tri-City Medical Center

Giovanni Baptista, Emanuel Ibanez, Steven Plount, Angela Torres, Phuong Tran; Advisor: Soheila Jorjani, Ph.D.



Tri-City Medical Center has licensed an online database software called MDSmart that assists with obtaining market data, tracking referrals of primary care physicians, and accessing additional clinical insights. Tri-City was interested in analyzing the database in order to help them identify opportunities in the market in which they operate with the goal of gaining market share.



Truax Management Group

Amanda Benson, Christopher Cosby, Tyrel Likes, Jeshsika Martinez, Matthew Pflipsen; Advisor: Nima Zaerpour, Ph.D.



TRUAX

Truax Management Group's mission is to help ensure Old Town Temecula's legacy while providing for the growing community's needs. The team researched small and independent firms within the area, resulting in a categorical and modifiable electronic inventory for analysis. This inventory will serve as an instrument utilized for the targeted marketing of specific firms for relocation into Old Town that enhance the "Live, Work, Play" environment.



Turnkey Strategic Relations, LLC

Marcos Carrizo, Griffin Davenport, Julie Tran, Eric Williams, Francisco Zamudio; Advisor: Nima Zaerpour, Ph.D.

Turnkey Strategic Relations is an international firm that assists in the development of a firm's personal and organizational performance. Turnkey is designing an electronic-based application to automate the performance appraisal process. The team has researched best practices of employee appraisals to develop a form that will enhance this process to reduce costs, labor and time.



Turnkey Strategic Relations, LLC

Donald Bosch, Joshua Cantero, Jonathan Gentile, Micheal Kryla, Vinh Vu
Advisor: Wayne Fields, MBA



This project consisted of creating a smartphone app for Turnkey Strategic Relations with the capability of instantaneous feedback for competency-based performance reviews. It allowed executives to look through employees' goals and compare to their performance and competencies. This app will save companies time and labor when conducting performance reviews.



Turnkey Strategic Relations, LLC

Brandon Dawson, Desirae Lizcano, Jordyn Martinez, Constantino Soria, Mark Whelan; Advisor: William Burns, Ph.D.



Turnkey Strategic Relations sought to improve their overall online presence. By analyzing the current state of Turnkey’s social media platforms and website, the team developed professional recommendations for enhancement. The team delivered a comprehensive marketing plan for social media, website content, and best practices for implementation.



Veterans Medical Research Foundation

Karl Bosch, Wyatt Chinn, John Jensen, Edward Kearns, Colton Tisch
Advisor: Fang Fang, Ph.D.



Veterans Medical Research Foundation asked the team to enhance their financial reporting system. The team benchmarked the financial reporting standards in the medical research industry and conducted a focus group and survey. Recommendations were provided that would enhance the current financial reports. The team also created a mock dashboard and a complimentary user guide that will provide the scientists with a stronger interpretation and understanding of the newly incorporated features.

Veterans Medical Research Foundation

Justin Gravelle, Tiffany Mohasesi, Naomi Morelia , Kevin Sandoval, Connie Vazquez
Advisor: Kathy Fuller, Ph.D.



The Veteran’s Medical Research Foundation needed a new website to build on their marketing and awareness. The team conducted focus groups, empirical background research, and research on competitors’ websites. The team provided a website template as well as further recommendations.



Watkins Landmark Construction

Brandon Genthe, Brian McBride, Tanner Orr, Paul Stephan, Tariq Verhofstadt; Advisor: David Grooms



Watkins Landmark Construction wanted to uncover specific project factors present in historically successful projects to ensure a higher rate of winning project bids. The group used economic and financial analyses of previous projects to create a set of parameters for bidding on projects. The group then developed rules of engagement to win and succeed in projects.

Senior Experience

CSUSM College of Business Administration (CoBA) students complete a Senior Experience project as their culminating course. Immersive learning is the cornerstone of this program, giving students an opportunity to apply their education and skills to real-world challenges.

The program matches teams of students with projects submitted by local businesses and organizations. Students gain by working as consultants on rigorous, real-world projects that require teamwork and application of classroom knowledge. Businesses gain by receiving concentrated attention from bright, energetic teams that provide a fresh, independent look at their projects. Each student team works under the supervision of a faculty member.

Project work has exposed students to business challenges all over the world. In 25 years the program has tallied:

1,400+

Sponsor Organizations

1,700+

Projects

7,500+

Students

If you would like to sponsor a Senior Experience project please contact Ed Ashley: seniorexperience@csusm.edu or 760.750.4266. You can also learn more about the program at www.csusm.edu/seniorexperience.

NOTES

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