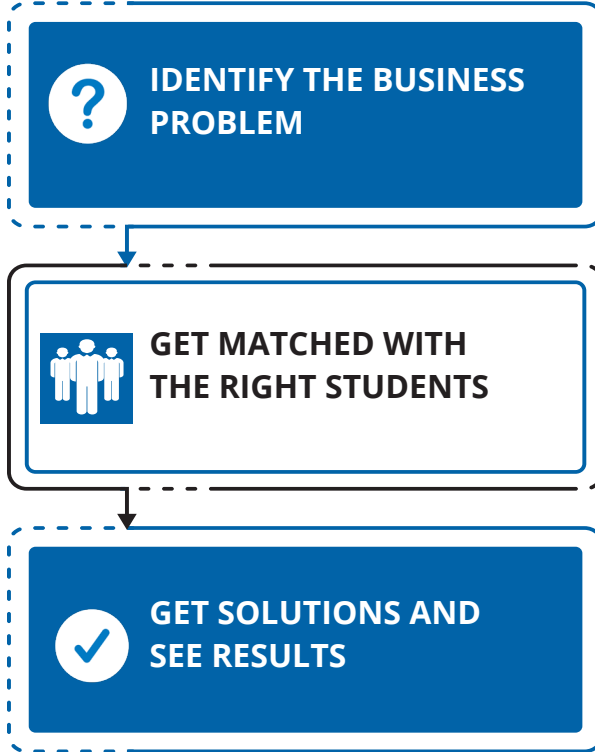


## The Process



[csusm.edu/coba](http://csusm.edu/coba)

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**CSUSM**  
College of Business  
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**Consulting Programs**



## Senior Experience™



### Undergraduate Student Innovation

Businesses benefit by receiving concentrated attention from bright, energetic teams that provide a fresh, independent look at real world projects. Students benefit by working as consultants on rigorous, real-world projects that require teamwork and application of classroom knowledge.

Senior Experience teams typically consist of 5 students who will provide a total of 750 project hours over 3 months.



### Past Projects

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



### Previous Clients

- Sony
- Callaway golf
- Legoland
- Thermo Fisher Scientific
- Harrah's Resort Southern CA

\*Offered August-December or January-May during the fall or spring semesters. More information at [csusm.edu/coba/seniorexperience](http://csusm.edu/coba/seniorexperience).



## Master's Experience™



### Graduate Student Expertise

Master's Experience is the capstone course of the MBA program. Organizations who purchase graduate consulting benefit from student's specialized business knowledge and applied work experience.

Projects may range from single student consultants from the Specialized MBA Program, to collaborative teams of up to 5 Fully Employed MBA Program students. Each student provides a minimum of 200 project hours over 3 months.



### Past Projects

- Profitability Optimization
- New Product Launch Strategies
- Growth Planning
- Market Entry and Expansion
- Mergers/Acquisitions
- Start Up/Early Stage Ventures
- Economic Impact Research
- And More!



### Previous Clients

- Del Mar Fairgrounds
- Harrah's Resort Southern CA
- Hawthorne Caterpillar
- Qualcomm
- Stone Brewery
- Tri-City Medical Center

\*Specialized MBA students are available June-August and Fully Employed MBA students available August-December. More information at [csusm.edu/mba](http://csusm.edu/mba).

## Office of Business Research and Analysis



### Undergraduate Student Research

The Office of Business Research and Analysis (OBRA) unites faculty expertise with student researchers to produce business analyses. OBRA students provide valuable access to university licensed databases and software resources.



### OBRA Projects

- Business Analyses
- Economic Impact Analysis
- Econometric Analysis
- Industry Sector Forecasts
- Marketing Analysis
- And More!



### Previous Clients

- San Diego Brewers Guild
- Temecula Valley Brewers Guild
- Sacramento Area Brewers Guild
- San Diego Sports Innovators

\*OBRA services are available year round and the duration of project is dependent on services provided. More information at [csusm.edu/coba/obra](http://csusm.edu/coba/obra).