

Capstone Course Project Sponsorship

The Tepper School of Business prepares students to be the next generation of business leaders in an ever-fluid and advancing business world. Capstones are immersive, experiential courses that are the culmination of the graduate program experience.



PROJECT SPONSORSHIP

Industry partners are an integral part of making these courses impactful learning experiences for students.

SPONSORSHIP COMMITMENTS

- Project captain who is available for a pre-determined, mutually agreed upon number of contacts and meetings
- Problem to solve and/or information
- Capstone fee
- Executed educational project agreement

An executed educational project agreement gives Sponsors a License to the Student Work Product. These agreements have students' best interest in mind, ensuring that the project is truly an educational experience and that students own their IP. Sponsors can negotiate additional rights to Student Work Product after the course is completed if desired and/or applicable.

FEATURES

Over the 15 week duration of a project, a corporate sponsor can expect a group of typically 2-5 students addressing the project; faculty supervision; mid-term and final presentations.

SPONSOR BENEFITS & RECOGNITION

- Fresh, sophisticated ideas for your business challenge/opportunity from students who are educated in emerging thought and skills
- Access to students to enable your organization to assess talent for recruitment purposes
- Course guidance provided by Carnegie Mellon University professor(s)
- License to Student Work Product developed during the course
- Professional development opportunity for company employee who mentors the student team
- Opportunity to fortify relationships with Carnegie Mellon University, a world renowned institution
- Corporate Associate recognition

CORPORATE ASSOCIATE PROGRAM

The Tepper School extends its gratitude by recognizing course project sponsors in the annual Corporate Associate program which highlights corporate contributions of \$5,000+ and offers elevated visibility and access.

- Customized strategic planning and branding
- Recognition on the Corporate Associate Board in the Tepper Quad
- Early access to selecting preferred Masters on-campus recruiting dates
- Company name and link on Tepper School's website
- Early access to club leaders and sponsorship calendars

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Master of Science in Business Analytics Capstone Course

Get fresh insights on your project prompt from graduate-level students with deep analytical skills, business knowledge and the creative problem-solving expertise needed to efficiently and effectively transform data into better decision making and a competitive advantage.



Course timing: January — May

Project Pitch - Summer; Contracts/Legal - Nov.;

Project Description - Nov.; Sample Data - Nov.;

Full Data - Dec.; Project Start - Jan; Project End - May

PROGRAM HIGHLIGHTS

The MSBA students are equipped with leading-edge knowledge, skills and experiential training in these areas:

- Methodology including machine learning and optimization
- Software Engineering including large-scale data management and programming in R and Python
- Corporate Communication including communicating with non-technical stakeholders
- Business Domain Knowledge including marketing, operations, accounting, finance and people analytics

PROJECT GUIDELINES

- Real clients with an interest in the results.
- Mix of data analysis and decision making.
- Data should be reasonably readily available.
- Interesting to keep enthusiasm going for the full semester.
- Should not be so overwhelming that students can't do all the other activities they do (including other classes).
- Companies that sponsor the project should designate a manager as a point of contact with the team willing to discuss questions on a (bi-)weekly basis and attend (in person or by video conference) a kick-off meeting at the beginning of the semester, a mid-term presentation to show results to date, and a final presentation at the end of the semester.
- Can involve confidential data which requires both the Sponsor, University, and students to all agree to abide by the terms of the Educational Project Agreement.

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FOR MORE INFORMATION

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