



## Senior Capstone

The Business “Strategy” Capstone is a way for business students from different majors to combine their knowledge and work together in the field with an external partner on pressing strategic issues.

### How we work with Community Partners:

- at least one community partner (client) per class section (*22-25 sections each year*)
- each class to form small interdisciplinary groups
- best deliverables from each group assembled into final product for client
- projects completed within an academic quarter

*700 Business Graduates each year  
take the Senior Capstone Course*

### What Should Community Partners Expect?

- A tangible final product in ten weeks

#### Business Plan Components

- Business Model Analysis
- Customer Segments
- Market Analysis
- Internal/External SWOT
- Six Forces Analysis
- Competitive Analysis
- Marketing Plan
- Elevator Pitch
- Financial model(s)
- Cooperative Opportunities
- International Opportunities
- Technology/Intellectual Property Analysis

- A comprehensive analysis of an organization, its industry, competitors, and general environment, and viable strategic alternatives.

## **PRESS RELEASE**

July 2011

### **PORTLAND STATE UNIVERSITY TO ASSIST SMALL AND EMERGING BUSINESSES**

**“Let Knowledge Serve the City.”** Small and emerging businesses can find the support they need at Portland State University through an innovative new senior-level course on Business Strategy. “The Capstone course will allow our students an opportunity for community-based learning and community engagement, while benefitting the economic and social vitality of our region” said Darrell Brown, Associate Dean for Undergraduate Programs.

The course will be structured around interdisciplinary student teams working directly with a community partner. The community partners could be any type of organization in the Portland Metro area, from start-ups to non-profit agencies, needing thorough analysis to address important strategic issues. The student teams will work to identify their partner organization’s strengths and weaknesses while developing a comprehensive written business plan. The final weeks of the course will feature team presentations of their business plans, with the most compelling plans being selected for presentation to the external client.

The Business “Strategy” Capstone is a way for business students from different majors to combine their knowledge and work together in the field with an external partner on pressing strategic issues. Students will conduct comprehensive analysis of an organization, its industry, competitors, and general environment, to inform viable strategic alternatives. Deliverables will range from a business plan to more targeted analyses such as a feasibility study for a new product or service.

These services will be provided to community partners at no cost and will happen over a ten-week academic term. Any small business, start-up or non-profit agency interested in becoming a community partner for this program should contact [scgoebel@pdx.edu](mailto:scgoebel@pdx.edu) for more information.