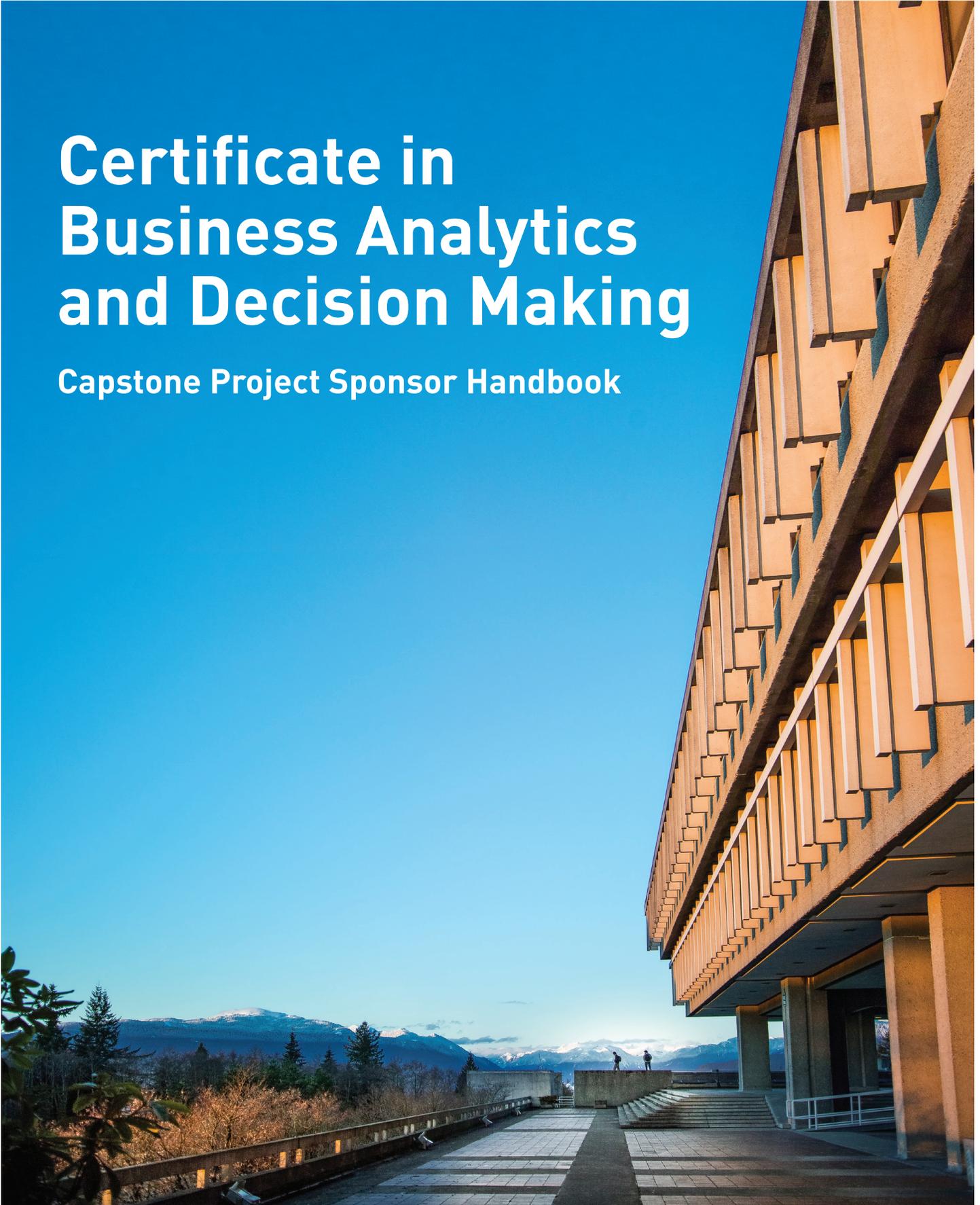


SFU

BEEDIE SCHOOL  
OF BUSINESS

# Certificate in Business Analytics and Decision Making

Capstone Project Sponsor Handbook



# About the Certificate in Business Analytics and Decision Making

The Beedie School of Business offers its major and joint major undergraduate students the opportunity to pursue, in addition to their Bachelor of Business Administration degree, a Business Analytics and Decision Making Certificate which is earned by taking upper level quantitative courses across three concentrations: Management of Information Systems, Marketing, and Operations Management. After these courses are completed, a capstone course is required, where students will apply their knowledge to a real world analytics project by working with a local company under the guidance of an instructor. [beedie.sfu.ca/BADM](http://beedie.sfu.ca/BADM)

## OVERVIEW OF CAPSTONE COURSE

Industry-sponsored capstone projects demonstrate Simon Fraser University's vision of being Canada's leading engaged university. The course offers meaningful learning experiences to our students as well as allowing our valued industry partners to tap into the resources and talents of the Beedie School of Business. This is also an opportunity for organizations to develop and recruit talented new graduates with company-specific knowledge.

In the capstone course, fourth-year business students work in teams on projects proposed by organizations over a period of three months. Students will resolve and/or create new solutions to a business problem. Most projects are completed between January and March of each year. Each team is supervised by a Beedie School of Business Professor that will serve as an advisor for the student team. You will act as the client and sponsor.

The capstone project is not a co-op program. Students will work off-site, assuming a consulting role for your organization. Your firm will receive an oral presentation of the student team's research and recommendations.

## Student Skills

Students take the full set of courses in one or more concentrations required for the BBA degree. Some may also have minors in areas outside of business. In addition, they will take the Certificate courses described above. You should expect students to be knowledgeable in:

- Communication: translating managerial language to technical language and back; storytelling with data
- Business Strategy and Tactics
- Decision Processes (including decision biases; expected value of choices)
- Concepts of data models and data warehousing
- Structured Query Language
- Descriptive tools (statistics, cluster analysis, and data visualization, e.g. Tableau)
- Predictive analytics, model validation and optimization
- The design, implementation, and analysis of market research studies
- Database marketing, targeting and resource allocation



## A good Capstone Project will have the following attributes:

- Domain of project will fall within the broad boundaries of Business Analytics.
- Project will be open-ended: students must be able to exercise choice in the processes and tools. Students will not simply execute a given process, though you may enforce reasonable constraints
- Workload: three or four students will have up to 15 hours per week for approximately 13 weeks. Projects may be significantly smaller than that as students may work on multiple projects over the term.
- Project may involve a market research component, and may include integrating secondary data outside of the sponsor's data.

## Project Sponsor Requirements

In order to be a successful Capstone Project Sponsor, a company must be prepared to cooperate with faculty and students to complete the project. To this end, we require the following from Capstone Sponsors:

- Designate a primary contact who will serve as the project liaison. This person will be the key communication point for faculty members and student teams. He/she will guide the team's activities. This will involve an initial meeting and a final presentation, either at the sponsor's site or at SFU. Between those events, it is important that the liaison is available to respond to student questions in a timely manner.
- Most of the work will be done at SFU and will not require students to be present at sponsor's work site.
- Capstone Project Proposal provides an outline of the organization's problem/question and the data available. It may also include potential deliverables, although analytics projects are often very exploratory and open-ended.
- Provide appropriate support for students such as access to data and key stakeholders and providing timely feedback.
- Complete a team evaluation upon completion of the project.



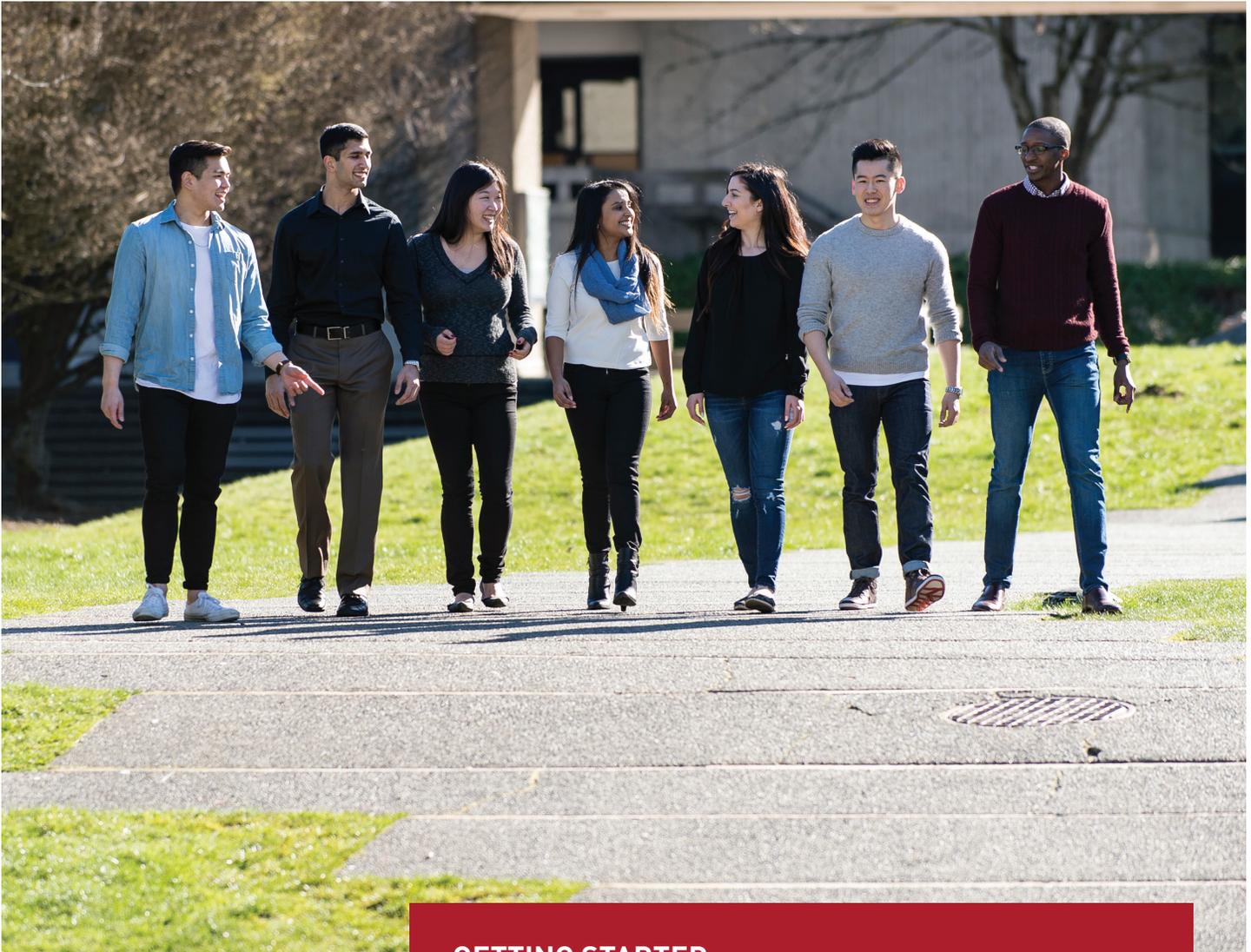
## Project Timeline

<b>September – November</b>	Project Proposals submitted to SFU.
<b>November – December</b>	Instructor and Student teams review and select projects.
<b>January</b>	Initial meeting between students, instructor, and sponsor.
<b>February – March</b>	Students conduct research and prepare their presentation.
<b>April</b>	Students deliver oral presentation to Project Sponsor, Instructor, and peers.

## Project Confidentiality

This project is not strictly confidential. If you require a formal Intellectual Property agreement with SFU and students, please indicate in the Project Submission Form. SFU will provide a standard Intellectual Property Agreement, however, the contract will:

- Consider capstone group members as co-creators and, as per the University's Intellectual Property Policy.
- Allow students to write a report and make presentations to Professors and peers at SFU for grading purposes.
- Allow students to include project in resume or work portfolio.
- Not exclude students from seeking employment in the given industry.
- Short summary of project may be published on the SFU BADM website to showcase student work. Certain details may be left out at the sponsor's request.



## GETTING STARTED

Interested in hosting a Capstone team at your organization? Please complete the SFU BADM Capstone Course Project Submission Form and return to the Beedie School of Business by email.

### Contact Information

If you have any questions about the BADM Capstone Project Course or you would like to be contacted when a project opportunity arises, please contact:

**Jason Ho**  
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Beedie School of Business  
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Career Management Center  
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