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# **MBA – Business Administration (BSAD)**

# **MBA – Information Management (IM)**

## **BA599 Capstone Project**

**Business Plan Format**:

1. Cover Page (Name, course number, section, instructor name and the date)
2. Executive Summary
3. Table of contents
4. Industry Overview
5. Discussion of business
6. Analysis of business opportunity

* Marketing plan
* Financial Plan

1. Self- Analysis
2. Appendix

* Supporting documents

1. Bibliography/References
2. Submit your final project with any changes requested from your instructor.

**Business Plan Components:**

1. The industry: a brief overview and long-term outlook for growth
2. Discussion of your business:

* Company Name
* Mission statement
* Type of business—retail, manufacturing, service
* Proposed ownership/legal structure
* Unique product or service you will offer

1. Analysis of the business opportunity (**marketing plan and business plan**):

* Target market inclusive of potential customers and their location
* Location of your business
* Economic, demographic, and geographic factors which may influence the success of the proposed venture

1. Self-analysis:

* Actual personal experience, education and training in the area/ industry of proposed business
* Personal strengths and weaknesses which may help and hinder the venture.
* Personal development plan which should include details for addressing and overcoming areas of weakness
* Personal development plan for lifelong learning to keep up with ongoing changes in the marketing place.

**Marketing Plan:**

The marketing plan should address how you will differentiate your company from competitors. Frame your marketing plan to show potential investors what factors will make your product or service more desirable than those offered by the competition. The marketing plan should include:

1. Review industry size, trends, and target market segment.
2. A competitive analysis

* Discuss the strengths and weaknesses of each primary competitor.
* Consider sales, quality, distribution, price, production capabilities, reputation, and products/services.
* Identify who leads the industry in terms of
  + Price
  + Quality
  + Market share
* Outline how your product or service measures in the area of pricing and identify your competitive advantage.

1. Prepare a first-year and a 3-year sales forecast in dollars and units.
2. Briefly outline your sales and advertising plans.

**Financial Plan**

Financials demonstrate the viability of a business while they help justify the need for funding. In this section describe financial estimates and rationale which include financial statements and forms that document the viability of your proposed business and its soundness as an investment.

1. Prepare three-year projections for income, expenses, and sources of funds.

* Base predictions on industry and historical trends.
* Make realistic assumptions.
* Allow for funding changes at different stages of your company’s growth.
* Present a written rationale for your projections.

1. Indicate your startup costs.

* Detail how startup funds will be used to advance your proposed business
* List current capital and any other sources of funding you may have.
* Document your calculations.
* Use reasonable estimates and/or actual data (where possible).

1. Create a cash-flow statement.

**Research**

In addition to conducting online research of journals, and Internet sources, you should consult sources such as the SBA, trade magazines, and organizations online and in your area to analyze your industry, customers, and the business opportunity.

**Executive Summary**

Once you have completed the detailed process of evaluating the proposed business opportunity and compiled all of the findings into a detailed project, you will need to create a 1-2 page summary of the proposed business venture. This summary should provide a short description of the business concept and include a brief summary of each section. Highlight your breakthrough idea by describing the unique aspects of your product or service. This summary should be the first section of your submission after the cover sheet. Although this is the first section, it is easier to complete this section once your project is complete and you have a clear picture of your overall work.

**Appendix**

This last section of your business plan section should provide documentation that your plan is well-researched, based on extensive research and reasonable assumptions. In addition, it should demonstrate that the proposed company is not entering a declining industry or market segment. ***Supporting documents****:* Compile supporting documents developed while creating the business plan and include them in the Appendix. Collect all data such as marketing reports, article reprints, etc. used to research and create your predictions, as well as any worksheets, forecasting data, calculations and statements used for the estimates. Include a copy of a recent financial statement for the business, if available.

**References**

This section allows you to identify all the reference materials you consulted in the preparation of your business plan. In order to ensure academic integrity, list all sources consulted.

# **All Other Degree Programs (MS-IM, MS-PM, MS-IMT, MS-IT)**

## **BA599 Capstone Project**

**Assignment Instructions**

At this point, you have completed a number of sections for your project. Compile these into a final document, incorporating feedback from the previous week, and submit.

**Instructions Week 1**

Throughout BA647 you completed weekly assignments on GU’s project to replace its current learning management system. This Capstone project continues where BA647 finished and requires critical thinking and analysis skills related to the project. The final project in this course is to develop an overall plan for measuring success of GU’s new learning management system. This will help you analyze all aspects of a project and what is required to ensure project success. This culminates in a final capstone project and can be used as a portfolio for employers.

For this assignment, please write a one page executive summary on this project to include:

* Goals & Objectives
* Stakeholder Analysis & Impact
* Major deliverables and milestones
* Major issues and risks

**Instructions Week 2**

Please complete both Part 1 and Part 2

**Part 1**

One part of this course is completing the Capstone project, which continues where BA647 finished. A second part of this course is completing the business strategy game in weeks 2-6. This will give you experience in learning about the business operations once your company is operational. It will aid in learning how the decisions that you make will affect all areas of business. Please note that you will not be able to choose the product that you are producing and selling in the strategy game, however, you will be able to relate the business choices to your own industry. Completing the business plan and the business strategy game in conjuncture will give you a visionary perspective of the life cycle of your company.

**To register your account, follow this procedure:**

1. Browse to <http://www.bsg-online.com/>
2. Click the button for new students.
3. Enter the Company Registration Code assigned to you by your course instructor. If you have not received a Company Registration Code from your course instructor then you cannot register a BSG account at this time.
4. Complete and submit the registration form.
5. Enter the following Prepaid Access Code in the spaces provided and click the Prepaid Registration button to complete your account registration.

Note: The site requires a login which you will receive via email along with instructions on how to use it.  Hold onto this information as you will be using it **THROUGHOUT** the entire course.

Once you have completed the registration, **Read the BSG Players Guide**

Complete and Submit decisions for Years 11 and 12.

Submit a 1 page paper to the assignment dropbox which will detail your mission statement for the company and the target performance objectives. Indicate that you have finished practice round 2 and years 11 and 12.

**Part 2**

The assignment for this week is to develop a proposal to GU for ensuring the project is a success. Think through as many aspects of the project which contribute to or may impact the success of the project. Utilize the executive summary written in assignment week 1. Consider and analyze how the following impacts success: resources, schedule, scope, budget, communications, training, and support. (Length of proposal (including a title page and table of contents) should be 4-5 pages.  Include the title page and table of contents in your page count).

**Instructions Week 3**

**Please complete both Part 1 and Part 2**

**Part 1**

Go to [www.bsg-online.com](http://www.bsg-online.com/)

Complete BSG Practice Round 2

Submit decisions for Year 13.

Submit a 1 page paper to this dropbox which will detail your three year strategic plan for years 14-16.  Indicate that you have finished year 13.

**Part 2**

The final project in this course is to develop an overall plan for measuring success of GU’s new learning management system. For this assignment you will develop measurement methods (such as a survey or questionnaire to students) to obtain a current baseline of understanding and expectations of a learning management system. The feedback from the surveys or questionnaires will be provided to instructional designers for improvements to the new system. In addition, determine how the results will be collected, measured, and compared to future results.

**Instructions Week 4**

**Part 1**

Submit decisions for Years 14, 15, and 16.

Submit a 1 page paper to this dropbox which will detail your three year strategic plan for years 17-19.  Indicate that you have finished years 14, 15, and 16.

**Part 2**

This week’s topic covers literature review. Complete a literature review on ways to ensure and measure project success for GU’s learning management system. Modify your proposal created in week 2, citing 3 to 5 different sources outside of your textbook, to ensure best practices for project success are included. Ensure these best practices include reporting on user experience, defects, feature requests, feedback, and enhancements of the new learning management system.

**Week 5 Instructions**

**Please complete both Part 1 and Part 2**

**Part 1**

Submit decisions for years 17-19.

Submit a 1 page paper to this dropbox which will explain the decisions that you are considering for your final year 20.

**Part 2**

For this assignment, review your submitted work completed in week 3 and submit a one page report on whether you can ensure the results of your week 3 assignment will provide validity and reliability. Modify your week 3 assignment to ensure it provides validity and reliability. Support your response citing sources on validity and reliability.

**Week 6 Instructions**

Submit decisions for year 20

Create a 10-15 slide PowerPoint presentation which will present the following:

* Decisions made in each round
* Which years had positive results?
* Which years had negative results?
* SWOT of the company as of Year 20
* Recommendations for future strategy

**Part 2**

The final project in this course is to develop an overall plan for measuring success of GU’s new learning management system. In this assignment you will build on the work completed on previous assignments and your BA647 work. Review the proposal you developed in week two. Determine various areas of the project where quantitative analysis could be used. Update the proposal to include the types of quantitative analysis that will be utilized to measure the success of the new learning management system. Cite at least one source where quantitative analysis was used in project management.

**Week 7 Instructions**

**Please complete both Part 1 and Part 2**

**Part 1**

Submit a completed draft of your final project for review.

**Part 2**

This week you learned about synthesis. For this week’s assignment you will review the proposal you submitted in week 6 and utilizing the scholar-practitioner approach discussed in the lecture, update the proposal using synthesis. Ensure you cite your sources.

* Goals & Objectives
* Stakeholder Analysis & Impact
* Major deliverables and milestones
* Major issues and risks

## **BA595 Project Management Capstone**

**Schedule the Exam**

Research the requirements to sit for the PMP Exam (both paper and online methods).

**Write a 2 page paper.**  In your paper include a discussion on the following:

* The amount of experience you must have to sit for the exam
* The amount of hours of project management training you must take before you sit for the exam
* The fees required to take the exam
* Download and fill out the "PMP Credential Application - submit it with your 2 page paper in the Appendix

Include a cover sheet and 2-3 references.  References should be obtained through the Grantham University online library.  You may use online resources for this assignment (not Wikipedia).  Please adhere to the Publication Manual of the American Psychological Association (APA), 6th ed., 2nd printing when writing and submitting assignments and papers

## **BA597 Capstone Project - Business Intelligence**

**Final Paper - Design a Decision Support System (DSS)**

**Reading Instructions**

* Read Chapter 7 & 8 of Decision Support Systems for Business Intelligence (2nd edition)
* Read the article Decision Automation in BI: Design Guidelines for Business Analytics and Rules <http://cyrilonbi.wordpress.com/2007/06/18/decision-automation-in-bi-design-guidelines-for-business-analytics-and-rules/>
* Research other articles that describe best practices for BI design.

**Specific Instructions and Guidance**

* Design the outline requirements for a vendor to design.  Your outline should provide an effective DSS outline using a systematic approach. The selected vendor could be a current or former employer, public/nonprofit organization.
* The page requirement of 6 – 7 pages does not count the cover page, abstract or reference page.
* A minimum of three references will be required to support your ideas.  These outside references must be obtained through the Grantham University Library (EBSCOhost). Remember to include an abstract and a conclusion.  The page requirement of 6 – 7 pages does not count the cover page, abstract or reference page. This assignment does NOT require any coding or software design.

**Justify expenditures to the organization.**

**Address the fundamental questions below to ensure you follow a logical design:**

* Who are the stakeholders for the DSS?
* What advantages does the user expect by using the DSS? Are there any disadvantages?
* When will the DSS be used?
* Where does this system fit into the general business process?
* Why is a DSS needed?
* How will the DSS be used?

**Address the DSS design methodology goals for each of the following stages:**

* Initial analysis goals:
  + Identify key decisions
  + Identify key information needs
* Situation analysis goals:
  + Understand the organizational setting
  + Understand the task
  + Understand the user of characteristics
* System design goals:
  + Logical design
  + System construction
  + System evaluation
* Implementation
  + Demonstration
  + Training
  + Deployment

## **HPI699 Capstone Performance Project**

**Capstone Performance Project**

**Congratulations!** You have an opportunity to bid for a performance improvement job.

Submit a proposal consisting of a comprehensive evaluation of an organization. Please chose an existing organization from your ***current*** industry (could be your current employer). The evaluation should be 5-7 pages in length including a formal proposal.

The submission must include the following sections:

**Your paper should reflect scholarly writing and current APA standards.**

|  |  |
| --- | --- |
| **Section\Criteria** | **Points** |
| **Introduction** | 10 |
| **Evaluation of existing situation** | 20 |
| **Identify two or three observable problems** | 15 |
| **Strategy Formulation** | 15 |
| **Measurement and Assessment** | 15 |
| **Conclusions and Recommendations including budget** | 15 |
| **Follow APA Guidelines** | 10 |
| **Total** | **100** |

# **MSN-NMOL Capstone**

## **NUR602 Nursing Management & Organizational Leadership Practicum**

Produce a Major Applied Research Paper (MARP) related to problems/issues in the area of Case Management nursing practice.

# **MSN-NEDU Capstone**

## **NUR604 Nursing Education Practicum**

Produce a Major Applied Research Paper (MARP) related to problems/issues in the area of Case Management nursing practice.

# **MS-CSMG Capstone**

## **NUR606 Case Management Practicum**

Produce a Major Applied Research Paper (MARP) related to problems/issues in the area of Case Management nursing practice.

# **MSN-NINF Capstone**

## **NUR608 Nursing Informatics Practicum**

Produce a Major Applied Research Paper (MARP) related to problems/issues in the area of Case Management nursing practice.

# **MS-HSM Capstone**

## **AH597 Health System Management Capstone**

**The Effects of CPOE on Clinical Decision Support**

After read The Impact of CPOE and reviewing contents from Module 6, submit a final paper to discuss the effects of computerized physician order entry (CPOE) on clinical decision support. Relate the topics to your own experiences. Use outside references if necessary. Your paper should be 1000-1200 words, using APA style formatting. Include the following topics in your paper.

1. How can CPOE systems meet the challenges of clinical decision support?
2. What types of clinical support can be provided by CPOE systems?  Give examples.
3. Discuss both positive and negative impacts of CPOE systems. Can you provide some suggestions to improve the CPOE systems? Identify the categories and provide detail

# **MHA-HCAD Capstone**

## **AH598 Health Care Administration Capstone**

No final project/paper identified.

# **Professional Organizations**

|  |  |  |
| --- | --- | --- |
| **Degree Programs** | **Links to Professional Organizations** | **Links to Capstone Assignments** |
| **MBA** | | |
| **Business Administration** | **Management**   * [American Management Association](http://www.amanet.org/) * [Association of International Product Marketing and Management](http://www.aipmm.com/) * [Institute of Management Accountants](http://www.imanet.org/) * [International Association for Human Resource Information Management](http://www.ihrim.org/) * [International Facility Management Association](http://www.ifma.org/)   **Human Resources**   * [The Society for Human Resource Management (SHRM)](http://www.shrm.org/) * [National Human Resources Association (NHRA)](http://www.humanresources.org/) * [Professionals In Human Resources Association (PIHRA)](http://www.pihra.org/) * [The International Association of Administrative Professionals (IAAP)](http://www.iaap-hq.org/) | [**BA599**](#_BA599_Information_Management) |
| **Information Management** | * [Institute for Certification of Computer Professionals](http://www.iccp.org/) * [Association for Computing Machinery](http://www.acm.org/) * [Association of Information Technology Professionals](http://www.aitp.org/) * [National Association of Communication Systems Engineers](http://www.nacse.com/) * [HTML Writers Guild](http://www.hwg.org/) * [International Webmasters Association](http://www.iwanet.org/) * [World Organization of Webmasters](http://www.webprofessionals.org/) * [Internet Society](http://www.isoc.org/) | [**BA599**](#_BA599_Information_Management_1) |
| **Business Intelligence** | * [Certified Business Intelligence Professional (CBIP)](http://www.tdwi.org/cbip) * [Global Business Intelligence Professionals Association](http://www.gbipa.org) * [Strategic and Competitive Intelligence Professionals](http://www.scip.org/) | [**BA597**](#_BA597_Business_Intelligence) |
| **Project Management** | * [Project Management Institute](http://www.pmi.org/) * [International Project Management Institute](http://ipma.ch/) * [Global Alliance for Project Performance Standards (GAPPS)](http://globalpmstandards.org/) * [Association for the Advancement of Cost Engineering](http://www.aacei.org/) | [**BA595**](#_BA595_Project_Management) |
| **Performance Improvement** | * [International Society for Performance Improvement](http://www.ispi.org/) * [APQC – American Productivity & Quality Center](http://www.apqc.org/) * [ASTD – American Society for Training & Development](http://www.astd.org/) * [ASQ – American Society for Quality](http://www.asq.org/) | [**HPI699**](#_HPI699_Performance_Improvement) |
| **Master of Science in Information Management Technology** | | |
| **Information Management Technology**  **-And-**  **Information Technology** | * [Institute for Certification of Computer Professionals](http://www.iccp.org/) * [Association for Computing Machinery](http://www.acm.org/) * [Association of Information Technology Professionals](http://www.aitp.org/) * [National Association of Communication Systems Engineers](http://www.nacse.com/) * [HTML Writers Guild](http://www.hwg.org/) * [International Webmasters Association](http://www.iwanet.org/) * [World Organization of Webmasters](http://www.webprofessionals.org/) * [Internet Society](http://www.isoc.org/) | [**BA599**](#_BA599_Information_Management) |
| **Information Management - Project Management** | * [Project Management Institute](http://www.pmi.org/) * [International Project Management Institute](http://ipma.ch/) * [Global Alliance for Project Performance Standards (GAPPS)](http://globalpmstandards.org/) * [Association for the Advancement of Cost Engineering](http://www.aacei.org/) | [**BA599**](#_BA599_Information_Management) |
| **Master of Healthcare Administration** | | |
| **Health Care Administration** | * [American Association of Healthcare Administrative Management (AAHAM)](http://www.aaham.org/) * [The Professional Association of Health Care Office Management](http://www.pahcom.com/) | [**AH598**](#_AH598_Health_Care) |
| **Masters of Science in Nursing** | | |
| **Case Management** | * [ACMA : American Case Management Association](http://www.acmaweb.org/) * [Case Management Society of America](http://www.cmsa.org/) | [**NUR606**](#_NUR606_Case_Management) |
| **Nursing Education** | * [Professional Nurse Educators Group (PNEG)](http://pneg.org/) * [American Assembly for Men in Nursing](http://aamn.org/) | [**NUR604**](#_NUR604_Nursing_Education) |
| **Nursing Informatics** | * [American Nursing Informatics Association](https://www.ania.org/) * [Alliance for Nursing Informatics](http://www.allianceni.org/about.asp) | [**NUR608**](#_NUR608_Nursing_Informatics) |
| **Nursing Management & Organizational Leadership** | * [American Nurses Association](http://www.nursingworld.org/) * [American Organization of Nurse Executives](http://www.aone.org/) | [**NUR602**](#_NUR602_Nursing_Management) |
| **Master of Science in Health Systems Management** | | |
| **Health Systems Management** | * [American Association of Healthcare Administrative Management](http://www.aaham.org/) * [American Health Information Management Association](http://www.ahima.org) | [**AH597**](#_AH597_Health_System) |