

# CAPSTONE PROJECT OVERVIEW

## OBJECTIVE:

The primary objective of the capstone project is to demonstrate a comprehensive understanding of business acumen, applying the principles learned in financial literacy, analysis, key performance indicators, critical thinking in business, budgeting, and strategic management.

## FORMAT:

Students will complete a comprehensive business analysis project. This will involve selecting a company (real or fictional), analyzing its financial statements, assessing its performance using KPIs, making critical business decisions, forecasting future performance, and recommending strategies for improvement.

## PROJECT DELIVERABLES:

1. **Project Proposal:** Outline the chosen company, the scope of analysis, and the goals of the project. This should be submitted by the end of Month 4.
2. **Final Report:** A detailed report that includes all analyses, findings, conclusions, and recommendations.
3. **Presentation:** A formal presentation of the project findings to the class and instructors, scheduled for the end of Month 6.

## INSTRUCTIONS

### Step 1: Choose a Company

- Select either the current company you are employed with or some other real-world company to use as the basis for your project.
- Ensure there is enough data available for financial analysis.

### Step 2: Conduct Financial Analysis (Months 1 & 2 Content)

- Analyze the company's financial statements (Income Statement, Balance Sheet, and Cash Flow Statement).
- Calculate and interpret various financial ratios including profitability, liquidity, and leverage ratios.
- Assess financial health and identify areas of strength and weakness.

### Step 3: Develop and Evaluate KPIs (Month 3 Content)

- Identify key performance indicators relevant to the company's industry and strategy.
- Develop a methodology for measuring and evaluating these KPIs.
- Analyze how these KPIs reflect the company's operational efficiency and strategic goals.

### Step 4: Apply Critical Thinking (Month 4 Content)

- Use critical thinking to assess the company's market position and competitive environment.
- Evaluate the company's business strategy through the lens of risk management and decision-making processes.
- Suggest adjustments or corrections based on internal and external factors.

### Step 5: Mastering Budgeting (Month 5 Content)

- Create a detailed budget for the company for the next fiscal year.
- Include forecasts using advanced techniques like regression analysis and extrapolation.
- Discuss how the budget supports the company's strategic goals.

### Step 6: Presentation and Review (Month 6 Content)

- Prepare a detailed presentation that covers all aspects of your analysis.
- Practice effective communication techniques to clearly convey your findings and recommendations.
- Receive feedback from peers and instructors and refine your approach as necessary.

## EVALUATION CRITERIA:

- **Comprehensiveness:** How well does the project integrate and apply course concepts?
- **Analytical Depth:** Quality of financial analysis and logical rigor in decision-making.
- **Creativity and Innovation:** Originality of the strategic recommendations.
- **Presentation:** Clarity, professionalism, and persuasiveness of the final presentation.

This capstone project will allow students to apply theoretical knowledge in practical, real-world scenarios, preparing them for advanced business decision-making and strategic planning.