CAPSTONE

Project Sponsorship

The Center for Business Analytics prepares students for high-impact leadership roles in business. Capstone projects are the core component of the graduate MSBA-BA program experience and generate significant ROI for sponsoring companies.

SPONSORSHIP

Industry sponsors ensure that our students learn tangible skills from real-world experiences.

Sponsors commit to the following:

- *Provide a problem to solve and relevant data*
- *Provide and sign an NDA (if applicable)*
- *Identify a project lead who will be available to work and meet with the capstone team*
- *Pay capstone sponsorship fee*

FEATURES

Over the course of the 9-month project, a corporate sponsor can expect a group of typically 4-5 graduate students dedicated to the project. Students are assigned a faculty advisor and engage in regular meetings with sponsors.

BENEFITS

- Companies retain all rights to data and receive all work products from the capstone project
- Sophisticated ideas and solutions from a team of high-achieving graduate students
- Priority access to students for recruitment purposes
- Professional development opportunities for company staff that mentor the capstone team
- Opportunities to cultivate relationships with the Pamplin College of Business at Virginia Tech and collaborate with researchers and academics on the cutting edge of business analytics
- Recognition as a corporate sponsor within Center for Business Analytics marketing and promotion

PROJECT CASE STUDY

Advance Auto Parts

Advance Auto has sponsored a capstone project every year since 2018. Our student teams have worked to significantly improve their labor forecasting model, streamline parts deliveries, and optimize same-day delivery.

MSBA-BA
Capstone Course

Our graduate students complete a total of 30 credit hours including two 3-credit business analytics capstone courses, and receive the dedicated support of multiple faculty members within the Pamplin College of Business at Virginia Tech, maximizing the quality and impact of their work.

TIMELINE

September – June

- **Sep:** Sponsor Day and Project Pitch
- **Oct/Nov:** Team Formation and Discovery Phase
- **Dec:** Project Scope Defined
- **Jan/Feb:** Structure Work Packages
- **Mar/Apr:** Develop and Refine Solution
- **May:** Finalize and Craft the Story
- **June:** Deliver the Solution

LEARN MORE AT
cba.pamplin.vt.edu/sponsor

PAMPLIN COLLEGE OF BUSINESS
CENTER FOR BUSINESS ANALYTICS
VIRGINIA TECH.

PROGRAM HIGHLIGHTS

Our students are equipped with education and experiential training in the following areas:

- Business analytics skills including large-scale data management, data cleaning, programming in Python and R, and visualization with Tableau
- Techniques used in complex problem-solving and project management
- Business and management knowledge including accounting, organizational behavior, operations, marketing, finance, and data analysis
- Corporate communication, especially translating technical information for non-technical stakeholders

PROJECT GUIDELINES

Capstone projects include information discovery and data analysis that drive decision making to solve a key organizational challenge.

CONTACT

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