

CAPSTONE Project

Introduction

The Capstone Project is an integrative, practical exercise aimed to provide our MBA students with an opportunity to apply their learning to real business situations.

Learning Objectives

By the end of the course, the students should have:

- Improved their ability to identify and diagnose real business problems
- Improved their team work
- Improved their ability to find and categorize relevant information
- Improved their ability to analyze and propose a solution to these problems and define an action plan
- Improved their communications skills through a presentation to officials from the companies

Content

Students will have to:

- Investigate about their assigned companies
- Attend two sessions where officials from the assigned companies will present them a current, real problem
- Work for two weeks, under the supervision of an IESE faculty member, on a solution to the assigned problem
- Prepare a presentation
- Present their proposed solution to a panel of company officials and IESE faculty members

Methodology

This is a hands-on, very practical exercise. It includes independent company research, Q&A sessions, supervised teamwork and an actual presentation.

Evaluation

All first year students must participate, from their regular teams. At the end of the exercise 4 teams will present to each company. The members of the team considered “best” by the company officials, will receive an A. If the faculty member supervising the four teams considers that the work of one of them does not meet minimum standards of quality and professionalism, the team will not present to their assigned company and its members will receive a C.

Professor's Biography

Prof. Edi Soler will coordinate the course together with 10 IESE Faculty members.



Prof. Edi Soler
Accounting and Control

- Prof. Kate Barasz
- Prof. Pietro Bonetti
- Prof. Mario Capizzani
- Prof. Albert Fernández
- Prof. Jorge González
- Prof. Robert W. Gregory
- Prof. Solon Moreira
- Prof. Luis Palencia
- Prof. Elena Reutskaja
- Prof. Chris Zott

Each faculty member will be in charge of accommodating one of 10 companies, and in charge of supervising teams.