

# MGST 615 Project Guidelines

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## What makes a strong MBA strategy capstone project

MGST 615 is Haskayne's MBA strategy capstone. Student teams work with organizations over a 12-week term to address a real business question and deliver evidence-based strategic recommendations.

This guidance is intended to help shape stronger submissions. Projects do not need to be perfectly defined at intake; we will work with you to refine scope.

Projects are designed to support decision-making, not execution. The strongest projects are those where an organization is considering a meaningful next step and would benefit from structured analysis.

## What makes a strong project

### 1. A clear strategic question

Projects should be framed around a decision the organization is actively considering.

Examples include:

- Which market or customer segment should we prioritize for growth?
- How should we expand into a new industry or region?
- What is the most effective go-to-market strategy for this opportunity?

### 2. Appropriate scope for a 12-week term

Projects should be focused enough to be addressed within the term, while still offering enough depth for meaningful analysis.

Strong scope typically includes:

- a defined market, segment, or opportunity
- a clear decision point or outcome
- 3 to 5 areas of analysis, such as market, competition, customer, internal positioning, and strategy

### **3. Strategic, not operational**

### **4. Access to context and a project sponsor**

Student teams benefit from having:

- a primary contact within the organization
- access to relevant background information that can be shared
- occasional availability for clarification and feedback

Typical involvement includes a kickoff in early September, a midpoint check-in, a final presentation in December, and availability for occasional questions during the term.

### **5. Real value to the organization**

The most successful projects are those where:

- the question reflects a real business priority
- there is some uncertainty or more than one possible direction
- the organization intends to use the recommendations to inform next steps

## **What organizations can expect**

By the end of the term, student teams typically deliver:

- a structured market and industry assessment
- analysis of competitors and positioning
- evaluation of strategic options
- a clear, supported recommendation
- a practical roadmap outlining next steps

## Timing

### Project submission deadlines:

1. Fall: July 31
2. Winter: November 30

### Project term:

1. September to December
2. January to April

## A simple way to think about fit

A strong MGST 615 project answers this question:

**We have an important strategic decision to make, and we want structured, objective analysis to help guide it.**