What is a Capstone

A **capstone project** is a final assignment often required at the end of an academic program that enables students to demonstrate the knowledge, skills, and competencies they've acquired. It typically involves identifying a problem, conducting extensive research, and applying what has been learned in a practical or theoretical way to solve that problem. Capstone projects are commonly required in fields like engineering, business, healthcare, and the humanities.

The goal of the CSA capstone project is to provide you with an opportunity to synthesize and apply your learnings.

Capstone Structure

Standup	11/18/2024
Standup	11/19/2024
Standup	11/22/2024
Standup	11/25/2024
Standup	11/26/2024
Thanksgiving Holiday	11/28/2024
Standup	12/2/2024
Capstone Presentation	12/3/2024
Capstone Presentation	12/5/2024
Time to Prepare for the New Role	12/7/2024
Capstone Presentation	12/9/2024
Capstone Presentation	12/10/2024
Program Completion Graduation	12/12/2024

Selection

- There are 8 case studies.
- No more than 2 people can select a case study.
- Selection of case study is in the order of reaching 90+ on your Final Assessment.
- If you have not reached 90+, selection order is based on your Final Assessment score.

Research

- Case study will provide directions and details of research.
- There will be 3 deliverables for each Capstone project.
  - ❖ A project charter
  - ❖ A project plan
  - ❖ A presentation reporting the results of your analysis

Standup

- Monday, Tuesday & Thursday 6PM
- First standup you are to have a project plan ready for review with milestones and completion dates.
- During reoccurring standups you will report how you are progressing against your project plan and blockers.
- The TAs and Instructors will be available to assist if you have questions. Office hours and contact preference will be provided.

Presentation

- Students will present their findings in a **15-minute presentation**
- Submission of deliverables are due no later than **NOON** on December 3rd.
- All submissions must be in PDF format
- Presentations 12/ 3 – 12/10

	Case Study	Case Overview
	Analyzing the Impact of Weight Loss Drugs on Industry Dynamics and Consumer Habits	Advancements in weight loss drugs are reshaping the weight loss industry, creating significant economic opportunities and challenging traditional methods of weight management. However, the sustainability of weight loss outcomes and long-term consumer habit changes remain areas of debate. This case study examines the market dynamics and behavioral impacts of weight loss drugs.
	Evaluating the Impact of Medical Debt Forgiveness on Financial Stability	Medical debt remains a leading cause of financial instability for millions of Americans, disproportionately affecting low-income households and those with inadequate health insurance. Forgiving medical debt has the potential to alleviate financial stress and improve individual well-being. However, the long-term economic impacts of such programs on financial stability and broader economic conditions require further exploration.
	The Success of Chase Sapphire in Engaging Millennial Consumers	The Chase Sapphire credit card has become a benchmark in engaging millennial consumers through innovative marketing strategies, a strong value proposition, and a focus on experience-driven benefits. This case study analyzes the factors contributing to its success and offers insights into replicating this model in other financial institutions.
	Evaluating the Impact of Overdraft Fees on Low-Income Customers	Overdraft fees are a major revenue source for banks but have significant financial and behavioral consequences for low-income customers. Often marketed as a convenience to protect consumers from declined transactions, these fees disproportionately burden low-income individuals, potentially trapping them in cycles of debt and financial instability.
	Addressing Greenhouse Gas Emissions and Their Impact on Marginalized Communities in Delaware	Delaware has committed to reducing greenhouse gas (GHG) emissions by 50% from 2005 levels by 2030 and achieving net-zero emissions by 2050, as outlined in the Delaware Climate Change Solutions Act of 2023.
	Addressing Educational Inequities in Delaware – Public, Charter, and Private Schools	Delaware's education system ranks 45th among U.S. states, with significant disparities in student performance across public, charter, and private schools. Marginalized communities, often reliant on underfunded public schools, face significant barriers to educational success. This case study examines the systemic inequities and the role of school types (public, charter, and private) in influencing educational outcomes.
	Layoffs Can Be Bad Business: 5 Strategies to Consider Before Cutting Staff	Layoffs are a common strategy for organizations aiming to reduce costs during economic downturns or restructuring efforts. However, the hidden costs associated with layoffs can significantly impact organizational performance, employee morale, and long-term profitability. This case study examines these hidden costs and explores alternative strategies to workforce reduction.
	Managing the State of Delaware Opioid Settlement Fund	The State of Delaware has received significant financial resources from opioid settlement funds to address the devastating impact of the opioid crisis. Administered by the Delaware Prescription Opioid Settlement Distribution Commission (POSDC), these funds are earmarked to support evidence-based initiatives for prevention, treatment, recovery, and public health interventions. Students are tasked with conducting data analysis to evaluate and recommend a fund allocation strategy.

Q&A