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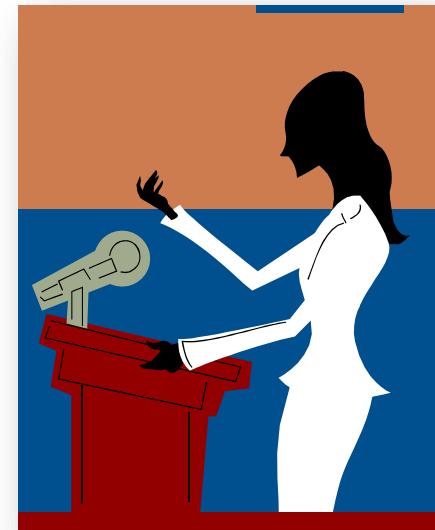
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Elements of a Capstone PPT Presentation

Purpose

- The Capstone PowerPoint™ should:
 - Reflect the order of elements in your paper
 - Acts as a visual Abstract and Sales Sheet
 - *Convinces the viewer to "buy" your product!*



Components

- The Capstone Paper contains:
 - Chapter 1: An Introduction that:
 - Overviews the project
 - Describes the organization studied
 - Defines the Business Problem
 - Describes Scope and Limitations of the Study
 - Example: Due to time limit and size of company....



Components cont'd

- Chapter 2: Literature Review
 - Describes
 - Research Data Bases
 - Sources of information used by the Researcher
 - Background = Company information
 - Specific Studies = Books, Journals, etc.
 - Limitations = What could not be studied
 - Synopsizes the literature into themes and/or similar content
 - Summarizes the information and provides a transition into the Method



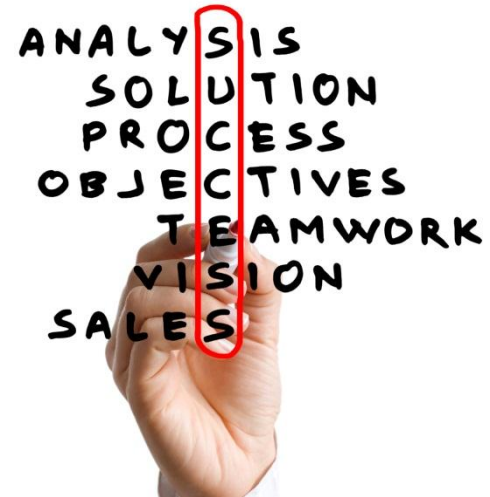
Components cont'd

- Chapter 3: Method
 - Provides a clear Purpose and Research Question
 - Examines alternative Methods
 - Overviews Collection and Assessment Procedures
 - Describes Tools and Tests Used
 - Describes Conclusions derived from Data



Components cont'd

- Chapter 4: Results and Analysis
 - Provides Description of Findings
 - Links Findings to Research Question
- Chapter 5: Conclusion/Discussion
 - Provides Recommendations
 - Describes Implementation Processes



Assumptions

- You are:
 - Presenting to Executives
 - They are *skeptical* of your ability!
- Your desired outcome is to convince them that:
 - You are an “expert”
 - You have clearly defined both the “problem” and appropriate solutions
- Sell them on implementation!

