

BUAD 702: THE APEX PROJECT I

The APEX project is the comprehensive application of the MBA curriculum in a strategic context. Working collaboratively with a faculty advisor and an experienced business mentor, students will work on a capstone project that: 1) Proposes a new, for-benefit corporation business venture (either profit or non-profit), 2) Converts a traditionally run, existing business into a for-benefit organization (either profit or non-profit), or, 3) With special permission from the APEX advisory committee, conducts an extensive research project on a pre-approved topic relating to for-benefit business.

The course is offered in two parts over a semester. The classes should be taken during the student's final semester* at Mary Baldwin University and is intended to be a platform for demonstrating: 1) the student's comprehensive knowledge of business systems and functions, and 2) the student's understanding of the concept of sustainability in designing a new enterprise or repurposing an existing one.

*Advisor approval is needed for schedule changes.

Credits: 3

Prerequisites:

500 and 600 level classes

Department: [Business](#)