

Dr. Pietro Borsano, 13 Feb. 2024

The Development of CSII IGA:

Industry Capstone Projects

Industrial and Global Alliances





“Students are engaging throughout the project, genuinely interested in delivering good quality work with innovative mindset. Overall, great team!”

Thanks to CSII for providing such project with our firm!”

- Feedback from one of our industrial partners



Project types

3 types of project to engage with stakeholders

Student Coursework

Part of project-based curriculum to tackle existing pain points

Corporate partners as host company/ mentor for students

Duration: 1 semester (up to 2)
Work with year 1-3 students

Capstone Project

Alternative graduation project for more industry experience

Type I: Corporate innovation
Type II: SME transformation

Duration: 2 semesters
Work with year 4 students

Consulting Project

Ambitious projects aiming to satisfy corporate's needs & SDG9

R&D budget and contract between partner and CU

Firms such as Banpu PCL, and AliBaba and Chinese Gov't have *worked with our faculty members*

Moving Collaborations forward: Industry Capstone Project



Industry Capstone Project allows companies to initiate a project scope or prompt that encourages CSII students to synthesize skills and knowledge learned at the undergraduate level to a real-world project.

Examples of Industry Capstone Project Prompts:

- Market Research for a company's product and propose market entry strategies
- UX/UI Development for a company's app
- Help rebrand a company's product
- Construct a business model for a project idea
- Promote innovative culture of a corporate



Capstone Project Kick-Off



After students have formed their capstone teams, students will have to submit a project proposal for host companies to understand the background of the team and what the team plans to deliver for the project.

The project proposal should be a short deck (around 10 PDF slides) that includes:

- *Why you would like to apply for the project*
- *What you can offer to the company*
- *Team values & competencies*
- *Member profiles (names, skills, past experiences, internships, etc.)*

Teams can choose to submit proposals for **3 companies maximum.**



Capstone Project Meeting and Working Hours



Ensuring **rigorous work** with flexible learning experience and preventing students to be taken advantage of.

- Approximately 25 hours / week / student for capstone project
- Weekly update meeting(s) with host company (upon negotiation with host company)
- Meetings with companies can be online, F2F, or hybrid (upon negotiation with host company)

Capstone Project Deliverables and Showcase



In the end of the 2nd Semester, CSII hosts a showcase event for all student teams to present their work and results of their capstone project.



Students are expected to present a presentation of approximately 10-15 minutes highlighting the project scope, proposed solutions, project execution process, learning experience, and future plans.



Navigating Capstone Challenges: Seed Budget from CSII and other Supports

CSII Capstone Committee	Host Companies	CSII Student Teams
<p>Faculty Industry Mentors for Guidance</p> <p>Budget USD 2,700 (to be reimbursed when capstone project is completed), used for:</p> <ul style="list-style-type: none">• Hackathons/events• Hiring additional resources (e.g. code programmer, designer, data analyst, etc...)• Field trips• Digital (Software, SEO, etc)• Consumable for the project	<p>Project Directions and Supervising</p> <p>Mentorship from Management</p> <p>Company Resources (if requested)</p>	<p>Help host company execute capstone project and achieve meaningful academic and professional objectives</p> <p><i>Double-Impact Academia-Industry Project</i></p>



**Additional Statistics and
Exemplary Example of
Industry Capstone Project
collaboration**

In the past two years, CSII industrial ecosystem has been the **driving force** for graduation projects via the *Industry Track*.

Batch 001

2023 Graduates

14 Industry Capstones
56% of all Student
Capstones (25)

Batch 002

2024 Graduates

10 Industry Capstones
31% of all Student
Capstones (32)

2 selected among top 3 projects:

IND-005



IND-013



Upcoming...

One project led to an R&D venture funded by PTTEP, serving as an exemplary prototype for future **CSII's innovation spinoff**.

IND-013: Brain for Green Buddy

With PTTEP

2nd place out of all 25 capstones

PTTEP impressed, proposed long-term R&D project with the team

- Through Chula Unisearch
- **12-month** duration, recently closed
- **THB 1,000,000** budget

Vision for Industry Path

The ideal standard!

Significant opportunities for students after graduation

Drive innovation through industrial backing & effective incubation strategies

Strengthen partnerships and generate additional revenues for CSII