

#### 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*  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**.



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

Host Companies	CSII Student Teams
Project Directions and Supervising	Help host company execute capstone project and achieve
Caportionig	meaningful academic and
Mentorship from Management	professional objectives
Company Resources	Double-Impact
(if requested)	Academia-Industry
	Project
	Project Directions and Supervising Mentorship from Management Company Resources

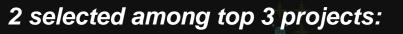


#### Additional Statistics and Exemplary Example of Industry Capstone Project collaboration

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

Batch 001 2023 Graduates **Industry Capstones** of all Student Capstones (25) Batch 002 2024 Graduates **Industry Capstones** 

of all Student Capstones (32) Upcoming...



BANPU

**IND-005** 

**IND-013** 

#### One project led to an R&D venture funded by PTTEP, serving as • an exemplary prototype for future CSII's innovation spinoff. **Vision for Industry Path IND-013: Brain for Green Buddy** The ideal standard! With PTTEP 2nd place out of <u>all 25</u> capstones Significant opportunities for students after graduation **Drive innovation through** PTTEP impressed, proposed long-term industrial backing & effective **R&D project with the team** incubation strategies **Through Chula Unisearch** Strengthen partnerships and **12-month** duration, recently closed generate additional revenues for CSII • THB 1,000,000 budget