The accounting department offers three options for senior projects. Students are encouraged to plan ahead and contact the course professors for more information.

Option 1: Volunteer Income Tax Assistance Program (VITA)
- Offered Winter Quarter
  BUS 416-01 with Professor Trisha Anderson, Catherine Curry, and Seth Gibeaut
- Students are expected to have completed BUS 320 prior to enrolling in VITA

In the Volunteer Income Tax Assistance Program, students will:
- Acquire fundamental knowledge of federal tax and state tax for low income individuals
- Learn to use tax preparation software
- Exercise professional judgment in representing clients
- Gather, verify and develop facts relevant to representing clients
- Help low income tax payers prepare returns for 6 or 7 Saturdays during Winter Quarter

Option 2: Low Income Tax Payer Clinic (LITC)
- Offered in the Fall, Winter, and Spring Quarters
  BUS 463-01 with Professor Lisa Sperow

In the Low Income Tax Payer Clinic, students will:
- Acquire fundamental knowledge of federal tax procedure
- Learn to use electronic databases for tax research
- Exercise professional judgment in representing clients
- Gather, verify and develop facts relevant to representing clients
- May have the opportunity to continue working in the clinic after the senior project is completed
- Use their experience to become a Team Leader in the clinic for following quarters

Option 3: Financial Modeling Senior Project
- Usually offered Fall, Winter, and Spring Quarters
  Enroll in BUS 463-02

In the Financial Modeling Senior Project Option students will:
- Acquire fundamental knowledge of Client Management. Understand the business and set management expectations
- Learn budgeting, forecasting, and confidentiality
**Consumer Packaging**

In the Consumer Packaging section of BUS 464, students use design-thinking techniques and conduct extensive research to uncover areas of opportunity for value creation. Students then develop prototypes and validate them with customers.

- Students who wish to take the Consumer Packaging Senior Project enroll in the Consumer Packaging section of BUS 464, offered every winter quarter.
- This course is co-taught by Dr. Lynn Metcalf and Dr. Javier de la Fuente.

**Professor Contacts:**

- Professor Metcalf can be contacted at lmetcalf@calpoly.edu, or in office 03-421.
- Professor de la Fuente can be contacted at jdelafue@calpoly.edu, or in office 03-328.

**Course Offerings:**

- BUS 464 – offered Winter Quarter

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**Quantitative Analysis**

While there is not a specific senior project course for students concentrating in Quantitative Analysis, students can elect to take any Business senior project course, or take the Economics senior project, ECON 464.

It is important to note that students can take ECON 464 even if they have not met the required prerequisites.

**Professor Contacts:**

- Professor Shafran can be contacted at ashafran@calpoly.edu, or in office 03-407A.

**Course Offerings:**

- Any BUS senior project
- ECON 464 – offered Fall and Spring Quarter
The Entrepreneurship Concentration offers two senior project opportunities for Business majors. Both of the options for 2018-2019 will be listed on PASS but require permission numbers to enroll.

Option 1: Work with a Startup

This option matches you with an existing startup, most of which are working out of the HotHouse. You'll work alongside the founding team to build relationships with customers and to grow the company. In the past, Entrepreneurship Concentration students in this track have worked with founders of companies that are part of the Cal Poly Center for Innovation & Entrepreneurship, such as Baserock, Restoration Packaging, and Passion Footwear, as well as community-based startups like UnanimousAI and Flume.

Through this option, students enroll in a two-course sequence:

- BUS 488-01 – offered in the Fall Quarter
- BUS 464 – offered in the Winter Quarter
  - To enroll in BUS 464, students should contact Professor Lynn Metcalf at lmetcalf@calpoly.edu for a permission number

Option 2: Interdisciplinary Grow your own Startup Sequence (Year Long)

Students must apply and be accepted to participate in this track - which teams students up with engineering, and graphic communication students - to develop and launch a business. They will then identify a need, find a market, design a product, and develop a prototype or even final product. Teams are encouraged to compete for Innovation Quest ($5k, $10k, and $15k) and a slot in the Summer Accelerator ($10k).

For the 2018-2019 Academic Year ONLY, students complete the following course track:

- BUS 488-02 – offered in the Fall Quarter
- BUS 464 – offered in the Winter
- BUS 470 – offered in the Spring Quarter

For students after the 2018-2019 Academic Year who wish to participate in this program, they will complete the following course track:

- BUS 488-02 – offered in the Fall Quarter
- BUS 487 – offered in the Winter
- BUS 464 – offered in the Spring Quarter
  - To enroll in each of the above classes, students will need to contact Professor John Townsend at jtowns02@calpoly.edu for a permission number
The Finance department offers three senior project options for Business majors. For each option, students must contact the professor to obtain permission to enroll in the course.

Option 1: The Student-Managed Portfolio Project

Through this option, students participate in a year-long project, however they only enroll in two classes:

- BUS 461 (2 units) – Offered in the Fall Quarter
- BUS 462 (2 units) – Offered in the Winter Quarter

The Student-Managed Portfolio Project requires a year-long commitment, however students are only granted 4 units (for BUS 461 and BUS 462).

Students who wish to enroll in this course must obtain consent from the instructor and attend the first day of class. More information about this course can be seen HERE, and students can access a copy of the syllabus HERE.

Option 2: The Cal Poly CFA Challenge

Through this option, students study to pass the Level 1 exam of the CFA certification process. Students must make an academic year-long commitment to studying 4-6 hours a week and complete multiple practice exams.

Students who wish to participate must enroll in the BUS 464 section offered by Dr. Ayash and should contact Professor Ayash to obtain a permission number. More information about this course can be found HERE, and the syllabus can be found HERE.

Option 3: Traditional Senior Project (including Various Certifications)

Students who wish to pursue this option must enroll in various sections of BUS 464 taught by certain designated Finance Professors. Students must attend the first lecture and obtain professor consent to enroll.

Professor Contacts:

- Professor Dobson can be contacted at jdobson@calpoly.edu, or in office 03-406.
- Professor Ramezani can be contacted at cramezan@calpoly.edu, or in office 03-418.
- Professor Ayash can be contacted at bayash@calpoly.edu, or in office 03-419.
While all Business majors can take a senior project associated with any Business concentration, the Marketing concentration offers three different senior project options.

For the 2018-2019 Academic Year, a marketing senior project is offered every quarter. However, not each option is offered every quarter. It is recommended that students reach out to the designated course professor for permission to enroll in the course.

Option 1: Sales Development Program

Through this track students develop their sales skills in preparation for the Orfalea College of Business Sales Competition. The winner of this competition has the opportunity to travel, all expenses paid, to the National Collegiate Sales Competition in Atlanta, GA. Through both competitions, students have the opportunity to gain valuable industry exposure and win cash prizes.

- To enroll in this option, students enroll in BUS 466 – offered in the Fall and Winter Quarters
- It is recommended that students reach out to the professor, Lisa Simons at lsimon@calpoly.edu to enroll.

Option 2: Biomimicry International Student Competition

In this course, students work with students from other disciplines and develop a product that solves a human challenge. After identifying a problem, students turn to nature and find organisms that perform these functions. To find out more about biomimicry, go to http://biomimicry.net/.

- For the 2018-2019 Academic Year, this section of BUS 464 will be taught by Professor Norm Borin and will be offered in the Winter Quarter
- Students who wish to enroll in this course can contact Professor Borin at nborin@calpoly.edu

Option 3: Client Based Projects

In this senior project, students become a member of a multi-function marketing agency that works as a team to either grow an existing brand or introduce a new brand to the market. You will select an area of marketing that most interests you, then develop strategies and tactics to meet a client customer-focused objectives. Specifically, you will select and gain real world experience in one of the following areas: 1) Social Media Marketing 2) Promotion and Advertising 3) Digital Marketing 4) Marketing Research and Data Analysis. At the conclusion of the project, you will have gained meaningful, real world marketing experience that will prove very valuable in a competitive job market.

- This option is offered in the Fall and Spring
  - For students who wish to take this class in the Fall, they can contact Professor Jeff Hess at jhess@calpoly.edu for additional information
  - For students who wish to take this class in the Spring, they can contact Professor Stern Neill at sneill@calpoly.edu
While all Business majors can take a senior project associated with any Business concentration, the Management and H.R. department offers two different types of projects for the 2018-2019 academic year. Students should contact the respective instructor of each course with additional questions or concerns.

BUS 464 – Offered in the Fall Quarter
- Professor: Rami Shani
- In this course, students meet with Professor Shani to choose a format for an individual senior project. Typical options include: (1) a research paper (2) a business plan (3) a paper based on an internship (4) taking the HRM Certification Exam

BUS 464 – Offered in the Spring Quarter
- Professor: Bruce Greenbaum
- In this course, students form teams to work on a consulting project for a local company selected by Professor Greenbaum. Companies are often in the local wine, beer, food, and tourism industries.
- NOTE: this class is subject to change
Within the Information Systems department, there are four senior project classes offered for the 2018-2019 academic year. The course offerings for these classes are listed below:

- Fall Quarter: 1 section of BUS 464
- Winter Quarter: 2 sections of BUS 464
- Spring Quarter: 1 section of BUS 464

It is important that students plan ahead and contact the Information Systems Area Chair, to ensure they can enroll in the information systems senior project in their preferred quarter. Additionally, it is important to note that information systems senior projects have a student cap of 25 students per class. Students are encouraged to contact the professor with any additional questions or concerns.

**Past Senior Projects Topics Include:**

- A project in industry or non-profit (e.g. creating a functional website or database for a company, etc.)
- Studying for and passing IS related certification exams (e.g. CISA, Oracle SQL, Tableau). Depending on the certification, more than one may be needed. They must talk with their senior project advisor prior to moving forward on this (or any senior project).
- Taking additional IS related courses on sites like Coursera, especially courses that help lead to certifications.
- Leadership participation in events like TEDx.
- Non-IS projects that demonstrate skills related to business disciplines. (e.g. An IS student created the Veterans Success Center)
- Organized activities (e.g. Workday senior project Dr. Barry Floyd is offering Winter Quarter 2018).
- Research projects coupled with a paper.

**Professor Contacts:**

- Dr. Barry Floyd can be reached in room 03-338 or by email at bfloyd@calpoly.edu
- Professor Leida Chen can be reached in room 03-443 or by email at lchen24@calpoly.edu
Real Estate Finance

While all Business majors can take a senior project associated with any Business concentration, the Real Estate Finance department offers various options for a senior project. Students should contact Professor Pratish Patel with all projects to get his approval.

The Real Estate Finance Senior Projects typically encompass two types of projects:

**Option 1:**

I. Students partake in various competitions to expand their skills in the Real Estate industry. Some examples of competitions include:
   a. Bank of America Real Estate Competition
   b. NAHB Competition
   c. Villanova Real Estate Competition
   d. ARGUS Competition

II. These four competitions require different time commitments and take place at various times throughout the year. It is also important to note that participation in these four competitions is neither guaranteed nor is it exclusive. Students should always contact Professor Patel before planning on choosing this option for their Senior Project.

**Option 2: Real Estate License and ARGUS Certification**

I. Students also have the option to complete both their Real Estate License and ARGUS Certification. Once completed, students must show both certificates to Professor Patel to obtain credit for their senior project.

II. ARGUS is a real estate property management and valuation software that, due to its market dominance, is ubiquitously used in the real estate industry. This senior project option requires students to get acquainted with ARGUS’s flagship product: [ARGUS Enterprise](#). The certification process is expensive, and students are expected to pay for the cost of the certification. Most students opt for a two-day course, [ARGUS Two Day Course Link](#), to complete their certification.

In addition to these two categories, students can also complete other types of projects, concerning real estate topics. For example, research projects concerning any real estate topic may be acceptable.

**Professor Contacts:**

- Professor Patel can be contacted at [papatel29@calpoly.edu](mailto:papatel29@calpoly.edu), or in room 3-422