Nyack College
Master of Business Administration

CONCEPT PROPOSAL TEMPLATE

Concept Proposal Template Overview

This document serves as a template that can be used by Nyack College MBA students to help formulate their Concept proposal for consideration of their Capstone project for the MBA program. The primary purpose of this template is to help students develop a quality and consistent concept proposal.

Students should follow the instructions included in each section of the template. Two cover pages are included. The purpose of the first cover page is to provide the MBA office with sufficient information to get in contact with the student outside of class time. The second cover page is the formal Nyack College MBA program cover page. Unless otherwise directed, both cover pages should be included. This overview page should be removed.

The document is prepared using the American Psychological Association (APA) 6th edition style. If students identify elements that are not in APA style they should make any necessary adjustments.

In order to electronically sign this document, the student must double click on the signature line space and will be prompted to provide (create) a digital signature that should be inserted into that line. If you are unsure how to properly affix an electronic signature, use the Microsoft help capability for creating digital signatures.
Nyack College
Master of Business Administration

Submitted to: BUS609/BUS771 Professor Name

Submitted by: Student’s Name
Street Address
City, State and Zip Code
Work Phone: 703-555-1234
Home/Cell Phone: 804-555-1111
Email: name@yourserviceprovider.com

Course Location: NCMC, Rockland or Online
Submission Date: Month, Day, Year

Concept Proposal Title:

TITLE OF YOUR CONCEPT PROPOSAL

CERTIFICATE OF AUTHORSHIP:
I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course/program.

Student’s E-Signature:

X

Professor Comments:

Created by Dr Gerard F Becker
Revised 1/8/2014 (Footer to be removed by student prior to submission)
<Concept Title for Your Proposed Idea/Product/Service>

<Your Name>

A Concept Proposal

Submitted in partial fulfillment

of the requirements for the degree

Master in Business Administration

School of Business and Leadership

Nyack College

<Date>
Abstract

This paper provides a template and discussion on how to submit a proper concept proposal to
develop a business plan for the Capstone project requirement. Capstone means that it is a
corporate applied project whereby the various learning throughout the master’s journey
should be incorporated and assimilated to demonstrate optimal learning for a practical
application. This first section called an abstract should provide the reader with an
introduction to the concept proposal and must be no longer than one hundred and fifty words.
Ensure that proper sentence construction is utilized and attempt to acquaint the reader with
what they should expect in reading this proposal for the Capstone project. Note that this is
double spaced as is all American Psychological Association (APA) compliant written
submissions. Lastly it is written in a twelve point Times New Roman font, one of the
recommended fonts for APA (American Psychological Association, 2010).
Table of Contents

Product/Service Overview (include page numbers for all entries and make them right justified)

   Product (or Service Description)

   Significance

   Background

Industry Description

Summary and Approach

References
Product/Service Overview

The first major section should be focused on a full description of the opportunity being proposed for the Capstone project. This opportunity is for the development of a full business plan for an entrepreneurial venture (Timmons & Spinelli, 2009). This first section comes immediately after the major heading and is the introduction for the subsequent recommended secondary headings. There is no need to provide a section title called introduction, as it is understood that it is the introduction that follows the major section heading (in this case “Product/Service Overview”).

An introduction description provides the overview for this major section and should be clearly articulated so as to walk the reader through what will be provided in the associated secondary sections. Avoid superfluous and unimportant discussions about the opportunity that might detract and confuse the reader of this proposal. It is always a good idea to have someone review this whole section after it is completed to see if it was clear to them and whether they can clearly articulate the proposed opportunity. Typically the first major section for a concept proposal of this nature should be accomplished within one to two pages, but that should not be a limiting factor if additional description is needed.

Product (or Service) Description

The first section after the introduction is a clear definition and description of the product or service being proposed. Typically this is the initial second level section title used. This will probably be a very short and succinct section requiring one or two paragraphs. Second level section titles break up a major part of the concept proposal into sub-sections and are usually included for readability purposes.
The purpose statement provides a clear description of the business venture being considered. This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics pertaining to significance of the venture, background description and appropriate research questions being addressed.

**Significance**

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

**Background**

A brief synopsis of any relevant historical information related to how this potential business venture idea evolved, and should be presented in one of two paragraphs.
Industry Description

Note that the all major sections start on their own new page. Once again, this first section after the primary section title should provide an overview of subsequent sub-sections. This major section should discuss the macro view of the industry within which you are proposing your product or service. Do not write any portion of this proposal in the first person. This section will typically be one to two pages and should acquaint the reader with a good description of the industry. A few sources to add credibility and validity to this concept proposal is warranted and expected. These should be properly cited and then listed in the Reference List. It is up to you whether you want to use secondary sections in this main industry discussion and if you do, please them in the table of contents as well.

Use of the Online Library

The online library should be used to find scholarly peer reviewed sources that can be described and referred to in this major section. Use of books, magazines, internet sites, et al., should be limited in their use.
Summary and Approach

This major section provides a clear and concise review of the product you have described herein, as well as the key points from your industry discussion. This section should also provide a framework on how you intend to approach the Capstone project from a time and task perspective. Following the first seminar, you will be required to develop a project plan for the Capstone completion. That project plan along with this concept proposal will be provided to your advisor so that he/she can properly guide you with the Capstone project. As will be reviewed in course work for research methods, there are two types of data that are applicable for data collection and analysis; primary and secondary data (Cooper & Schindler, 2008). It is strongly recommended that existing primary and secondary data be utilized for the Capstone project.
References

