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

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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 8/7/2015 (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 the only paragraph that does not begin indented; and, it 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).
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Mission, Vision and Core Values

The first few paragraphs should provide an introduction what will be provided in this concept proposal. The introduction establishes the agenda for this proposal for the reader so that they are aware of what is going to be presented. You may want to wait until you have completed all sections of the proposal before constructing your introduction paragraphs (i.e. do it after all else is developed).

Mission Statement

Provide your brief mission statement for your venture, as well as a brief explanation of what it means. This section will probably be one or two paragraphs.

Vision

Now it’s time to articulate the vision for this venture. This section should fully describe the vision for this venture within the foreseeable future. Usually a 3-5 year time horizon is reasonable. Once again, this should be a few paragraphs that clearly articulate the vision.

Core Values

This section provides the specific core values upon which the venture will stand. A nice figure depicting these values as well as a full description of how these will be applied in the venture is warranted. Here is an example of a figure:

Figure 1: Core Values Example

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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 several pages and should acquaint the reader with a good description of the industry. The use of a preliminary PEST analysis should be included (this may be useable towards your actual Capstone if/when this concept is approved to be developed as the Capstone project). Here is an example of how might want to depict the PEST and then a discussion of how it will be applied is warranted.

Table I: PEST Framework

<table>
<thead>
<tr>
<th>Political</th>
<th>Economic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Societal</td>
<td>Technological</td>
</tr>
</tbody>
</table>

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.
Product/Service Overview

This 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 (Spinelli & Adams, 2016). This 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.
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
