Abstract: In response to the call to Integrate High Impact Practices into TAMU-CC courses, this presentation discusses one key addition to the College of Business Capstone course: challenging a student team to do field research as part of their culminating experience. While students regularly engage in a team based culminating project, one team worked with Ms. Gina Keating on their final project: a study of Netflix regarding their current global expansion.

How did COB students benefit from this experience?

• Significant investment of time over entire semester
• Interaction with faculty and topic experts
• Frequent, timely and constructive feedback
• Opportunity to directly connect learning to the real world – Real-time Analysis of Netflix
• Public demonstration of competence at end of semester – Ms. Keating providing feedback
