

Bachelor of Business Administration Project Sequences

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BBA PRJ1.1 My Project and Program Plan (2)

Student learners will develop a Gantt chart which will provide a timeline for completion of Project Sequence One and develop a planning map for completion of all of the project sequences.

BBA PRJ1.2 My Ethical Perspective (2)

Student learners will understand the most important concepts and ideas regarding business ethics, to recognize both the need and the complexity of ethical reasoning, to learn how to deal with business ethical dilemmas, and finally, to provide intellectual tools for more profound self-reflection and critical assessment of personal moral conviction.

BBA PRJ1.3 My Organization (2)

Student learners will develop critical understanding of organizations, the markets they serve and process of adding value. This project will involve consideration of the internal workings and management of organizations and, in particular, the process of decision-making in a dynamic environment.

BBA PRJ1.4 Balanced Scorecard Analysis (2)

Student learners will understand how a balanced scorecard developed for an organization can be used to link the vision and mission of the organization and key stakeholders, including: shareholders, customers, employees and strategic partners.

BBA PRJ1.5 External Environment (2)

Students learners will develop the capacity to think strategically about a company: it's present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.

BBA PRJ1.F CEO for a Day (2)

Student learners will explore why good strategic management leads to good business performance, understanding the basic concepts and tools of strategic analysis.

BBA PRJ2.1 Consumer Profile (2)

Student learners will develop consumer profiles for a company and assess the environmental factors in the market that can influence consumer behaviors.

BBA PRJ2.2 Product and Price (2)

Student learners will examine a company's product mix and develop strategic pricing tactics.

BBA PRJ2.3 Market Research (2)

Student learners will conduct a small research project to assess consumer brand perceptions and understand implications of the results.

BBA PRJ2.4 Targeting and Segmentation (2)

Student learners will discuss how markets can be segmented and positioned to fulfill unmet consumer needs. *Competencies evaluated:* Identify and recommend appropriate market segments; select positioning statements appropriate for a particular segment or target.

BBA PRJ2.5 Tactical Execution (2)

Student learners will create a timeline for a new product launch and deliver a professional presentation and a press release for the new product.

BBA	PRJ2.F	Global Consciousness	(2)
Student learners will examine how external forces can result in strategic opportunities or threats to the company when moving to international markets.			
BBA	PRJ3.1	Balanced Scorecard Implementation	(2)
Student learners will develop a balanced scorecard for an organization that provides a linkage between the vision and mission of the organization and the development of key metrics that determine a value proposition for key organization stakeholders, including: shareholders, customers, employees and strategic partners.			
BBA	PRJ3.2	Systems Analysis and Design	(2)
Student learners will understand the key elements of information systems and apply decision-making to evaluate how the systems development life cycle can be used to develop solutions to organizational business problems and opportunities.			
BBA	PRJ3.3	Preparing a Feasibility Study	(2)
Student learners will use appropriate analytical tools to evaluate an organizational opportunity and formulate an information or business systems solution by completing a feasibility analysis that leads to a recommendation.			
BBA	PRJ3.4	Company Financial Analysis	(2)
Student learners will demonstrate understanding of critical financial concepts of literacy, reporting, analysis, performance and forecasting and apply these concepts as part of a financial evaluation of an organization.			
BBA	PRJ3.5	Industry Financial Analysis	(2)
Student learners will conduct a comparative analysis of competitors in a selected industry and evaluate financial performance for purposes of identifying an organization's competitive advantage and effectiveness of leadership and management in the context of organizational mission, vision, values and goals.			
BBA	PRJ3.F	Financial Forecast and Plan	(2)
Student learners will prepare a financial forecast and plan for an entrepreneurial endeavor or idea. Financial planning is a continuous process of directing and allocating financial resources to meet strategic goals and objectives. The project deliverable is to develop budgeted financial statements and cash flow forecasts based on key assumptions and risks.			
BBA	PRJ4.1	The Mission Statement	(2)
Student learners will evaluate the mission, vision, values and goals of a company of their choice and determine the degree of influence the mission statement has on organizational strategy and performance.			
BBA	PRJ4.2	Industry Analysis	(2)
Student learners analyze an industry utilizing two tools: SLEPT analysis and Porter's six forces analysis as part of an competitive analysis. Competitor performance relative to each other will be evaluated and compared.			
BBA	PRJ4.3	Internal Company Analysis	(2)
Student learners must analyze the internal functions of a company. Strengths and weaknesses are identified as well as distinctive competencies in the areas of quality, efficiency, customer responsiveness, and innovation.			
BBA	PRJ4.4	External Analysis	(2)
Student learners must draw on their analyses of an industry and a company to identify possible opportunities and threats to the company and develop recommendations for strategic improvement.			
BBA	PRJ4.5	Executive Leadership and Team Evaluation	(2)

Student learners must evaluate a selected executives leadership style, communication and effectiveness as applied to organizational structure and culture. Managing effective teams within an organizational context will be addressed.

BBA PRJ4.F Business Level Strategy and Sustainability (2)

Student learners will identify and compare companies with two different business level strategies: low cost producer and differentiation. In addition, one company CEO will be analyzed for their effectiveness at leading change in their organization.

BBA PRJ5.1 Industry and Company Analysis (2)

Student learners will develop a concise proposal for a new business (or a substantial expansion of a current enterprise). The proposal will include a project timeline and will outline: key sources of competitive advantage, unique qualifications, and company mission, vision, values, and goals. Industry analysis includes market size and potential, relevant trends, and profiles of related industries.

BBA PRJ5.2 Customer Analysis and Marketing Plan (2)

Student learners will analyze, define and profile the target customer at different levels (ideal customer and total addressable market). Learners will also create marketing strategies and outline step-by-step implementation plans for attracting and retaining these customers.

BBA PRJ5.3 Competitor Analysis and Strategic Response (2)

Student learners will analyze, define and profile the competitive landscape (direct competition). Learners create strategies and outline step-by-step implementation plans for responding to these competitive pressures. Students analyze stated mission, vision, values, and goals in relation to the competitive landscape.

BBA PRJ5.4 Company Operations Plan (2)

Student learners will demonstrate understanding of key processes and operational inputs and outputs, business milestones, and operational priorities. Learners outline specific steps to achieve operational efficiency.

BBA PRJ5.5 Financial Plan (2)

Student learners will apply critical financial concepts of literacy, reporting, analysis, and forecasting and apply these concepts in planning the financial operations of an organization. Underlying assumptions and financial data in support of a sales forecast, cash budget and pro forma financial statements will be developed. (WCore: SC)

BBA PRJ5.F Financial Business Plan Creation, Publication, and Presentation (2)

Student learners will create professionally organized final business plan customized for potential investors or decision-makers; learners will present key aspects of the business plan to stakeholders in order to incorporate feedback into a final deliverable. (WCore: SC)
Students will complete the Major Field Test in Business administered by the Educational Testing Service (ETS), during Project Sequence 5 Residency.