

Strategic Design and Management Senior Project 2: Fall 2019

Seeking organizations for project briefs.

OVERVIEW

Parsons School of Design is looking for organizations to collaborate with students from the Strategic Design and Management BBA (*Bachelor of Business Administration*) program, to develop project briefs that articulate a challenge the organization would like to overcome.

As a capstone project, seniors from the BBA program will work in teams of 3-4 to research and develop solutions to the challenge.

We are looking for a range of businesses; from start-ups and small to large-sized corporations, along with civic and non-profit organizations. It is important that we find a good fit, not only to benefit the students, but also to provide some value to our organizational partners.

Here's how it works

You will have an initial conversation with Mark Randall, the lead instructor, so he can understand your needs and work with you to determine the challenge. This will then be reviewed internally at Parsons to ensure that it is a good fit with the students.

We ask that each organization commit to a minimum of the following:

A meeting or call with Mark to refine the challenge. We'd like to collect any relevant background information about the organization and the challenge, including; existing research, strategy, data and metrics, printed material and on-line links. Mark will write the brief articulating the challenge and submit it to you for approval.

Over the course of the 15-week semester we ask that you be available at a minimum to meet the teams at the beginning, middle and end, three meetings in total. Occasionally we may have questions we'd like you to answer over the phone or e-mail.

Students will prepare a final presentation and provide you with any research and data collected over the life of the project.

Note: Given the parameters of student enrollment, it is difficult to predict in advance the number of teams that will be working on a given challenge.

CONTACT

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ABOUT STRATEGIC DESIGN AND MANAGEMENT

The BBA in Strategic Design and Management educates students in the entrepreneurial and strategic aspects of design and in the design aspects of business. Seniors in the fourth year of the program have a beginner's understanding of all design strategy methods and tools, including:

- design research
- ecosystem mapping
- systems mapping and analysis - *in order to identify leverage points - where and in what ways to intervene in the system*
- brand identification - *the articulation of value proposition*
- brand positioning
- landscape analysis - *competitors, allies, etc.*
- market and messaging strategies
- operations strategy
- business planning
- financial planning
- sustainable strategies

We expect the students to develop these tools in a pragmatic way through their work in the Advanced Senior Seminar with selected collaborating organizations. Below is an outline of some of the insights and recommendations the student's may provide:

- brand strategy
- brand refresh - *new positioning*
- customer research - *behavioral, opportunities for expansion, etc.*
- explore, identify and develop new product or service opportunities
- advocacy campaign - *external or internal*
- shared value opportunities - *corporate social responsibility*
- user experience measurement
- indicative quantification and impact measurement
- if you have a need that you think might be appropriate, let's discuss it

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