# Syllabus — The Dream Pursuit Doctrine (14-week semester)

*"Federal business is not a lottery. It is a pipeline — and the pipeline is teachable."*

**Course number:** DL 401 · **Format:** 14 weeks, one 75-minute session per week (plus independent reading and assignments). **Audience:** Strategic Initiative, MBA, and MPA students, taught in the same room. **Texts:** this repository — the doctrine folder (the concepts) and the literacy folder (the maps). **Tools:** none required beyond a web browser for SAM.gov and Grants.gov. The course is stack-agnostic by design (doctrine/08).

## How the course works

The course has three interleaved streams:

1. **The doctrine** — the durable concepts, taught through the shared core (modules/shared-core.md).
2. **The literacy** — the reading maps and the money flow, taught through real (published, closed) documents.
3. **The audience track** — each student takes the track that matches their program: Strategic Initiative, MBA, or MPA (modules/). All tracks meet together for the core weeks and the capstone.

## Learning outcomes

By the end of the semester, a student will be able to:

- Explain where federal money lives and how it flows from Congress to an awardee.
- Read an RFP and a NOFO: locate the statement of work, the evaluation criteria, the compliance requirements, and the deadlines.
- Draw the pursuit pipeline and explain the purpose of every stage and gate.
- Compute a pursuit score from probability-of-win and value, and make a defensible bid/no-bid recommendation.
- Build an ORBITAL — the seven-axis business structure for a pursuit.
- Explain the Dream → ORBITAL → World lifecycle and the cosmology loop.
- Trace the public-side governance of the same transaction (money, rules, programs, oversight).

## Weekly schedule

| Week | Theme | In-session (75 min) | Reading (doctrine / literacy) | Assignment due next week |
|---|---|---|---|---|
| **1** | Where the money lives | Core S1. The three kinds of money, the identifiers, the market. | doctrine/01; literacy/where-the-money-flows | Money map of one agency |
| **2** | The money flow | Core S6 preview + literacy: trace a dollar end-to-end on USAspending.gov. | doctrine/01; literacy/where-the-money-flows | Refined money map + first look at SAM.gov/Grants.gov |
| **3** | The pipeline shape | Core S2. The nine stages, the gates, the repeat loop. | doctrine/03 | One-page pipeline diagram |
| **4** | Gates and governance | Core S2 continued + SI/MBA/MPA split: the gate from each lens. | doctrine/04 | Gate charter for one pursuit |
| **5** | Reading an RFP | Core S3. Six questions, Section L/M, the compliance matrix. | doctrine/02; literacy/how-to-read-an-rfp | Compliance matrix from a real RFP |
| **6** | Reading a NOFO | Core S3 continued. The grants sibling, the review criteria. | doctrine/02; literacy/how-to-read-a-nofo | Strategy reading of a NOFO |
| **7** | The ORBITAL skeleton | Core S4. Seven axes, structure-first. | doctrine/06 | One-page ORBITAL for a chosen opportunity |

| Week | Theme | In-session (75 min) | Reading (doctrine / literacy) | Assignment due next week |
|---|---|---|---|---|
| **8** | Scoring and bid/no-bid | Core S5. pWin × value, the threshold, the call. | doctrine/05 | Scored pursuit sheet with a recommendation |
| **9** | **Midterm** | Break down a real NOFO in class: purpose, eligibility, criteria, deadline, budget sketch, bid/no-bid. | (review week) | Midterm submission |
| **10** | Lifecycle and the loop | Core S6. Dream → ORBITAL → World, the cosmology loop. | doctrine/07 | Flywheel reflection |
| **11** | Track deep-dive | SI: portfolio & gate governance. MBA: price-to-win & certifications. MPA: grants management & oversight. | doctrine/05, 01 | Track deliverable |
| **12** | Track deep-dive | SI: ecosystem & SuperNova. MBA: delivery flywheel & the pitch. MPA: equity & policy view. | doctrine/07, 08 | Track deliverable |

| Week | Theme | In-session (75 min) | Reading (doctrine / literacy) | Assignment due next week |
|---|---|---|---|---|
| **13** | **Capstone workshop** | Teams work the capstone: real NOFO/RFP → ORBITAL + score + bid/no-bid. Instructor reviews drafts. | case-study/ravonics.md | Draft capstone |
| **14** | **Capstone presentations** | Teams present their capstones; peer and instructor Q&A. | — | Final capstone submission |

## The track splits (weeks 4, 11, 12)

Weeks 4, 11, and 12 run the room in parallel tracks, then recombine. The shared core sessions happen in the combined room; the track sessions adapt the emphasis:

- **Strategic Initiative track** (modules/strategic-initiative.md): the doctrine as an operating system, portfolio strategy, gate governance, ecosystem view, organizational posture, leading a pursuit organization.
- **MBA track** (modules/mba.md): pursuit economics, price-to-win, the ORBITAL as a business plan, certifications as go-to-market, the revenue flywheel, the investor pitch.
- **MPA track** (modules/mpa.md): the money flow from inside, the FAR and grants framework, grants management, eligibility and equity, oversight, the public-policy view.

All three tracks share the same doctrine, the same case (Ravonics), and the same capstone.

## Assessment summary

- **Weekly assignments** — 30% (each a concrete deliverable: a map, a matrix, a scored sheet).
- **Midterm** — 25% (breaking down a real NOFO, in class).
- **Capstone** — 35% (build an ORBITAL from a real solicitation + bid/no-bid recommendation + score, presented and defended).

- **Participation and peer review** — 10%.

Full rubric: course/assessments-and-rubric.md. Capstone brief: course/capstone-build-an-orbital.md.

## Policies worth stating plainly

- **The doctrine is the course.** Every assignment tests the concept, never a tool. If an assignment ever seems to require knowledge of a specific product or system, that is a bug in the assignment — flag it.
- **Real documents, safe exercises.** We read real RFPs and NOFOs, but always published, closed ones. You never submit anything live in this course.
- **Late work.** The pipeline has deadlines; so does the course. Assignments are due at the stated time. The one professional grace: an honest early warning beats a silent late submission.
- **Academic integrity.** The federal market runs on trust in a fair, documented process. This course models that. Cite your sources; do not fabricate evidence; be the person the market can trust.

## The course in one sentence

By week 14 you will have read real solicitations, built a real ORBITAL, made a real bid/no-bid call, and defended it — and you will have learned a mental model that outlives every tool this industry will ever invent.