

Undergraduate Program Overview — B.S. in Government Business Development

The full undergraduate tier of the Dream Pursuit Doctrine curriculum: a four-year bachelor's program that takes a student from “where does federal money live?” to a defended, stack-free pursuit package built from a real solicitation. Four years, four rungs: foundations → core → electives → capstone.

Program name (working): Bachelor of Science in Government Business Development (GBD) **Launchpad Sandbox equivalent:** the **Bachelor's “Dream Foundations”** degree guide (see `align/concept-to-system-map.md` — Degree Fellowship Course crosswalk, **L1 Explorer**) **Course prefix:** DL (consistent with the existing course catalog, e.g., DL 401) **Total:** 120 semester credit hours · **Duration:** 4 years, 2 semesters/year · **Format:** 14-week terms, one 75-minute session per week per course (plus independent reading, labs, and assignments)

The one rule that governs everything in this program: the concepts are durable and the tools are swappable (`doctrine/08`). Every course below is stack-agnostic by design. A student can complete this degree with paper, a pencil, a web browser for SAM.gov and Grants.gov, and this repository. No course, assignment, or exam depends on a software product — and that is the point.

What this program is

Government business development — the discipline of finding, qualifying, pursuing, and winning federal and public work — is not a lottery. It is a pipeline, and the pipeline is teachable. This program teaches the pipeline, the gate, the score, and the ORBITAL as durable ideas, then trains students to apply them to real documents and real decisions.

The program is **concept-first** and **literacy-first**:

- **Concept-first.** The doctrine (`doctrine/01`–`doctrine/08`) is the spine of every course. Students learn where the money lives, how solicitations work, the shape of the pursuit pipeline, the discipline of gates, the arithmetic of scoring and price-to-win, the ORBITAL skeleton, and the Dream → ORBITAL → World lifecycle.
- **Literacy-first.** Alongside the concepts, students learn to read the real documents of the market — RFPs, NOFOs, award records, money-flow data — using the `literacy/` maps as their reference layer. Every course reads real, published, *closed* solicitations. Nothing is invented; nothing is live.
- **Inviting to non-experts.** No prior knowledge of contracting, finance, or law is assumed. The program is written for a first-year undergraduate

who has never heard of a UEI or an RFP and ends with a graduate who can build an ORBITAL from a raw solicitation and defend it to a skeptical panel.

The program is one tier of a larger ladder. The same doctrine powers a master’s tier (built on the existing MBA and MPA tracks), a doctoral tier, and the Launchpad fellowship. The Bachelor’s tier is the foundation: **Dream Foundations** — where the money lives, how the documents work, and how a pursuit becomes a structure.

Degree title options

The architecture is the same; the title on the diploma is a host-institution choice:

Title	When to use it
B.S. in Government Business Development	A standalone professional degree (this document’s working title).
B.S./B.A. in Business Administration with a concentration in Government Business Development	When the DL sequence sits on top of a shared business core.
B.A. in Public Affairs with a concentration in Government Business Development	When the host institution houses it in a policy/public-affairs college.
B.S. in Capture Management	When the institution wants the industry-familiar name (Capture Management is the APMP-recognized discipline name).

The Launchpad Sandbox refers to the bachelor’s tier as “**Dream Foundations**”; the program map below uses the working title and cites the fellowship equivalence.

Program-level learning outcomes

By graduation, a student will be able to:

1. **Explain the market.** Describe where federal and public money lives, how it flows from appropriation to award, and the identifiers, registries, and small-business programs that structure access to it.

2. **Read the documents.** Read an RFP, a NOFO, an RFI, and an award record: locate the scope, the eligibility, the evaluation criteria, the compliance requirements, and the deadlines; and separate a compliance reading from a strategy reading.
3. **Draw the pipeline.** Draw the pursuit pipeline from memory (sense → qualify → score → pursue → design → audit → submit → deliver → learn), name the purpose of every stage, and place any real activity on it.
4. **Run the gates.** Design a gate with all four parts (trigger, criteria, decision, owner), write criteria before the work begins, and govern a pursuit through the seven-gate capture lifecycle.
5. **Score and price.** Compute a pursuit score ($pWin \times value$), argue the factor breakdown honestly, apply a threshold, and build a defensible price-to-win position from a cost floor, a competitive range, and an evaluation posture.
6. **Build an ORBITAL.** Take a real solicitation and produce a seven-axis ORBITAL — objective, resources, budget, indicators, transport, activities, logistics — with real, sourced content.
7. **Produce a proposal package.** Translate an ORBITAL into a proposal structure — technical, management, past-performance, and pricing volumes — managed through a compliance matrix and the color-team review discipline.
8. **Reason about the law.** Explain the public-side rulebooks (the FAR and the federal grants framework), where fairness is enforced, and how private-side gates meet public-side governance.
9. **Use the data.** Read the published record (awards, spending, forecasts) to sense opportunities, estimate win probability, and measure pipeline health.
10. **Negotiate and deliver.** Prepare for and conduct a principled negotiation, and connect delivery and past performance to the compounding loop of the lifecycle.
11. **Stay stack-agnostic.** Tell a durable concept from a swappable tool on sight, and operate confidently as the tools change.

Credit-hour model

A standard 120-semester-credit-hour bachelor's. The DL sequence is the distinctive spine; general education, professional foundations, and free electives provide the university's distribution and the student's headroom.

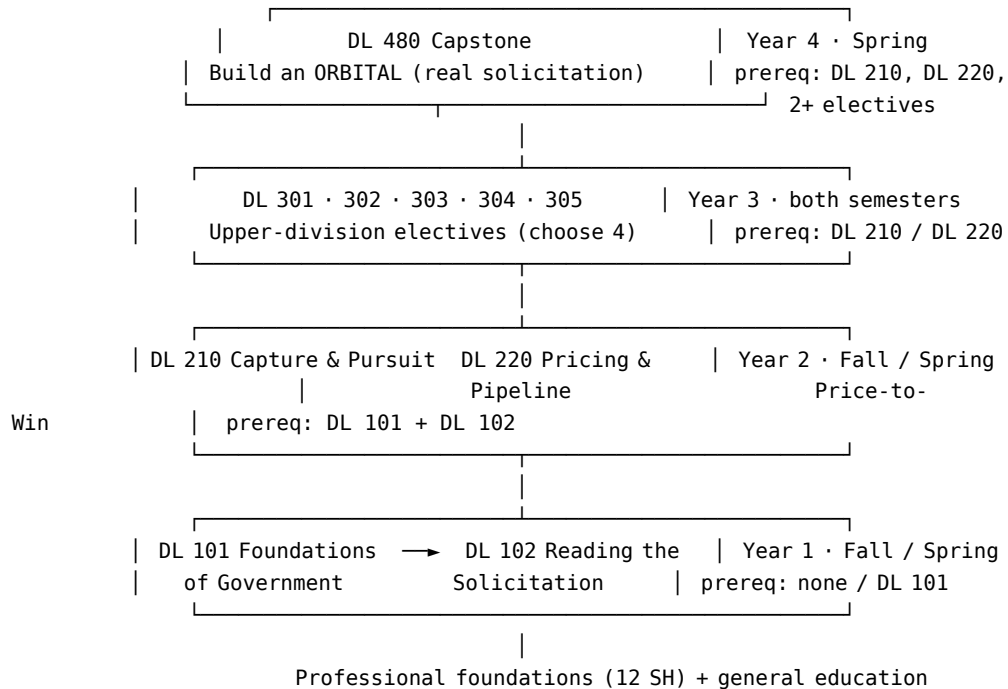
Component	Credit hours	Notes
General education & university requirements	40	Host institution's distribution (written/oral communication, mathematics, social science, humanities, natural science, plus any first-year seminar).
Professional foundations (prerequisite)	12	Applied statistics for business, microeconomics for public & commercial markets, financial accounting fundamentals, business & professional communication. Taught by the host institution; prerequisites for the DL core.
Major core — required DL courses	15	DL 101, DL 102, DL 210, DL 220 (12) + DL 480 Capstone (3).
Upper-division electives	12	Choose 4 of DL 301–305 (a 5th is recommended for specialization; see below).
Free electives	41	Deliberate headroom: a complementary minor, a double major, or the DL 390 practicum/internship (3 SH, supervised field experience) fits here.
Total	120	

Design note on the free-electives room. The distinctive DL spine is intentionally lean (a small set of durable, stack-free courses), and the 41 SH of free electives are a feature, not a gap. They let a student build a complementary profile — accounting, data analytics, public policy, cybersecurity, project management — without inflating the core. Host institutions that want a heavier professional core can require additional electives or fold their own contract-management and public-administration courses into the DL elective menu.

DL 390 — Practicum in Government Business Development (3 SH, optional, encouraged). A supervised field experience inside a pursuit organization, a small-business development center, or a public-procurement office. The student keeps a doctrine journal (every task mapped to a pipeline stage or gate) and writes a one-page reflection on what the field confirmed or complicated about the doctrine. Satisfies 3 SH of free electives.

How the courses ladder

The program is a strict ladder: each rung assumes the rung below it.



The laddering rule. Every course states its doctrine spine, its prerequisites, and where it sits in the pursuit pipeline. Nothing in the upper-division tier assumes knowledge that the core did not teach; nothing in the core assumes a tool that a student must have encountered. The whole ladder is stack-free.

Four-year course sequence

Year 1 — Foundations (introductory sequence)

Semester	Course	SH	Notes
Fall	General education courses	9	
Fall	DL 101 — Foundations of Government Business	3	No prerequisite. The landscape: money, market, pipeline, gates, ORBITAL, lifecycle, case.
Fall	Professional foundations	3	
Spring	General education courses	9	
Spring	DL 102 — Reading the Solicitation	3	Prereq: DL 101 (or co-requisite). The document: RFP and NOFO literacy, compliance and strategy reading.
Spring	Professional foundations	3	

Year 2 — Core sequence

Semester	Course	SH	Notes
Fall	DL 210 — The Capture & Pursuit Pipeline	3	Prereq: DL 101 + DL 102. The heart of the major: pipeline, gates, the seven-gate capture lifecycle, ORBITAL, GROWTH.
Fall	General education / foundations	12	

Semester	Course	SH	Notes
Spring	DL 220 — Pricing & Price-to-Win Fundamentals	3	Prereq: DL 101 + DL 102 (+ applied statistics). Scoring, thresholds, cost floors, competitive range, margin discipline.
Spring	General education / foundations	12	

Year 3 — Upper-division electives

Choose **four** of the following (a fifth is recommended for a specialization). All are 3 SH, 14-week terms.

Semester	Elective	Prereq
Fall	DL 301 — Procurement Law & FAR Fundamentals	DL 102
Fall	DL 302 — Proposal Production & Compliance	DL 210 (or co-req)
Fall	DL 303 — Government Contracts & Subcontracting	DL 210
Spring	DL 304 — Data Literacy & Analytics for Capture	DL 210 + applied statistics
Spring	DL 305 — Negotiations	DL 220 (or co-req)

A typical split: two electives in the junior fall, two in the junior spring. Students pursuing a proposal/capture specialization take DL 302 and DL 303; a pricing/business specialization takes DL 304 and DL 305; a policy-leaning student takes DL 301 and DL 304. The 5th elective may replace a free elective.

Year 4 — Capstone

Semester	Course	SH	Notes
Fall	Final elective or specialization course	3	Complete the elective menu or add a complementary course.
Fall	DL 390 Practicum (optional)	3	Supervised field experience.
Fall	General education / free electives	9	
Spring	DL 480 — Capstone: Build an ORBITAL	3	Prereq: DL 210, DL 220, and 2+ electives. Full brief in course/capstone-build-an-orbital.md; undergraduate extension in course/undergraduate-480-capstone-build-an-orbital.md.

Course catalog (the DL sequence)

Number	Title	SH	Tier	Spine	Assessment shape
DL 101	Foundations of Government Business	3	Intro	doctrine/01, 03, 04, 08	Weekly artifacts, money-map, midterm, market-map, portfolio

Number	Title	SH	Tier	Spine	Assessment shape
DL 102	Reading the Solicitation	3	Intro	doctrine/02 + RFP/NOFO literacy	Weekly artifacts, real-RFP midterm, solicitation reading portfolio
DL 210	The Capture & Pursuit Pipeline	3	Core	doctrine/03, 04, 06, 07	Gate charts, capture plan, full pursuit plan
DL 220	Pricing & Price-to-Win Fundamentals	3	Core	doctrine/05, 06	Scored sheets, price-to-win recommendation
DL 301	Procurement Law & FAR Fundamentals	3	Elective	doctrine/01, 02, 04	Clause hunts, law-and-compliance review
DL 302	Proposal Production & Compliance	3	Elective	doctrine/02, 03, 06	Compliance matrix, volumes, color-team report
DL 303	Government Contracts & Subcontracting	3	Elective	doctrine/01, 03, 07	Teaming plans, delivery plans
DL 304	Data Literacy & Analytics for Capture	3	Elective	doctrine/01, 03, 05	Data profiles, scoring models, analytics memo

Number	Title	SH	Tier	Spine	Assessment shape
DL 305	Negotiations	3	Elective	doctrine/04, 05	Negotiation plans, role-play defenses
DL 390	Practicum in GBD (optional)	3	Field	the full doctrine	Doctrine journal + reflection
DL 480	Capstone: Build an ORBITAL	3	Capstone	the full doctrine	Full pursuit package + defense + post-mortem

Course descriptions live in each course's own file in this folder; the descriptions here are one-liners for the catalog.

Where the existing course (DL 401) fits

The repository's current standalone offering is **DL 401 — The Dream Pursuit Doctrine** (`course/syllabus-semester.md`), a 14-week course mixing the shared core with the Strategic Initiative, MBA, and MPA tracks. In the degree ladder, DL 401 is an **advanced/graduate-altitude** course: it assumes working adults or graduate students and teaches the doctrine to all three audiences in one room.

The Bachelor's tier does not replace DL 401. It builds **under it**:

- The undergraduate **introductory sequence (DL 101, DL 102)** gives a first-year student what DL 401 assumes its students already have — a working map of the market and the documents.
- The undergraduate **core (DL 210, DL 220)** goes *deeper* into the pipeline and the pricing arithmetic than DL 401's single-semester survey can.
- DL 401 remains the **bridge to graduate study**: a student who finishes the Bachelor's capstone can take DL 401, the MBA/MPA tracks (`modules/mba.md`, `modules/mpa.md`), or the Strategic Initiative track (`modules/strategic-initiative.md`) as the first course of a master's tier.

In a host institution that offers both, DL 401 is the recommended graduate gateway. In an institution offering only the undergraduate tier, the undergraduate core plus the capstone covers the same doctrine at a first-degree depth.

The Launchpad fellowship crosswalk

Per the Degree Fellowship Course crosswalk in [align/concept-to-system-map.md](#):

Degree guide (Launchpad Sandbox)	Innovator's Launchpad level	Course/audience	Core doctrine focus
Bachelor's (Dream Foundations)	L1 Explorer	DL 101, DL 102 + literacy	Where the money lives, RFP/NOFO basics, DREAM discovery
Master's (Curiosity in Action)	L2 Builder	DL 401 + MBA/MPA tracks	ORBITAL structure, proposal writing, scoring & price-to-win
Doctoral (Visionary Leadership)	L3 Architect + L4 Networker	advanced modules	Gates & governance, pipeline orchestration
Global Impact (Post-Doctoral & Executive)	L5 Leader	capstone + strategic- initiative	Lifecycle, cosmology loop, executive stewardship

The Bachelor's tier is deliberately the **L1 Explorer** rung: it gives the student the market, the documents, and the first full structure (the ORBITAL), and it hands them up to the master's rung already fluent in the doctrine's vocabulary.

Assessment philosophy

Every course uses the public-rubric discipline from [course/assessments-and-rubric.md](#):

1. **Concepts, not recall.** Courses test whether a student can *do* the discipline — read a document, build a structure, make a call — not recite definitions.
2. **The rubric is public.** Students see the grading contract before they do the work — the doctrine's own gate discipline applied to the classroom.
3. **Real artifacts.** Every major assessment is built on a real, published, *closed* solicitation. There is no “invent an RFP” anywhere in the program.

4. **Stack-free.** A deliverable may be a paper chart, a whiteboard, a spreadsheet, or a word-processed document. It may never depend on a specific product or system (`doctrine/08`).
5. **Self-checks, not pop quizzes.** Every doctrine reading ends with a 3-question self-check for the student; graded assessment is always against the published rubric.

The standard split within each course is: weekly assignments 30%, midterm 25%, final major deliverable 30%, participation and peer review 15%. The capstone uses the shared capstone rubric with the undergraduate extensions described in `course/undergraduate-480-capstone-build-an-orbital.md`.

The shared teaching objects

Every course in the program uses the same three anchors:

1. **The doctrine** (`doctrine/01–doctrine/08`) — the durable concepts, read in order and re-encountered at increasing depth.
2. **The literacy layer** (`literacy/`) — the glossary, acronym decoder, RFP/NOFO reading maps, and money-flow map — the student's reference shelf.
3. **The Ravonics case** (`case-study/ravonics.md`) — the shared canary company, used in every course so that every student exercises the same firm through the same doctrine, the same way the machine side of the wider ecosystem validates the doctrine.

The capstone is the moment all three converge: a real solicitation, a real company (Ravonics by default), and the full doctrine.

Policies worth stating plainly

- **The doctrine is the curriculum.** 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, NOFOs, and award records, but always published, closed ones. Students never submit anything live in this program.
 - **The pipeline has deadlines; so does the program.** 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 program models that. Cite your sources; do not fabricate evidence; be the person the market can trust.
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The program in one sentence

Four years to turn a student who cannot read a solicitation into a professional who can build an ORBITAL, score it, price it, and defend it — and who knows that the concepts will outlive every tool this industry will ever invent.