

VISUALIZING THE NEW BBA STRATEGIC DESIGN AND MANAGEMENT CURRICULUM

As a student of the D+M program, I faced a ton of scheduling problems throughout my three years here at Parsons. Since I also had transfer credits, I constantly had to plan my classes way into the future. Our curriculum layout was not very clear and often failed to mention important things such as the class was only offered in Fall, or the class has a pre-requisite etc. With this interactive visualization, I want to design the new curriculum and allow students to see all of the information in one single place and be able to plan their semesters better.

Data

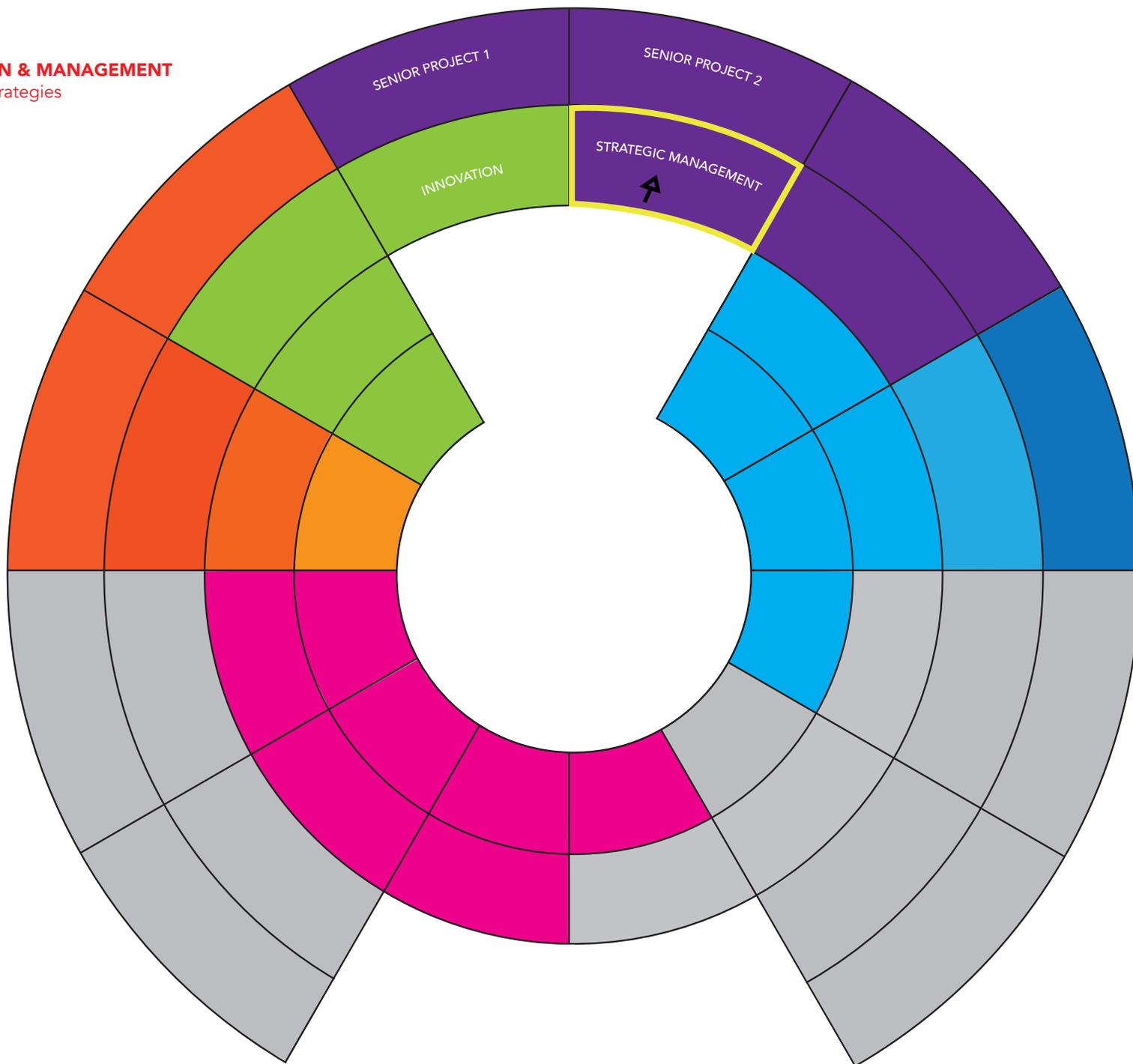
I have managed to gather data from the Strategic Design and Management department itself. Along with that the University Course Catalog, as well as the Strategic Design and Management webpage are my other sources to get the course descriptions as well as information on permissions and class availabilities.

Technology

I will be using InDesign for this project and incorporating interactions such as buttons, cross-references and hyperlinks etc. For the design however, I will be using Illustrator. The visualization would make each block/class on the document a button and allow the user to click on it and view a page that gives more in-depth information. This in-depth page would also have a small button at the bottom corner that looks like a thumbnail of the visualization and would take the user back to the main page.

Challenges

My biggest challenge is to successfully implement the interactions into the design. Since I have never used the InDesign interactions before I might run into problems because of that.



STRATEGIC MANAGEMENT

Course Description:

In today's business arena, strategic planning, marketing and analytical skills are demanded by all businesses. It is critical for a manager to have the ability to accurately assess the challenges and complexities of the firm's business environment, and to be versed in the skills and tools for devising strategic plans and to execute them in pursuing optimal strategic directions. This course provides students with the key theories, conceptual frameworks, and techniques that they will use when performing these managerial tasks. Specifically, the course is broken down into six modules: introduction to the management process; the strategic planning process; strategic marketing; organizational structure; human resources policies and management; and the business of the planning process. The course will also draw upon case studies from various industries. While the theoretical part focuses on fundamental factors affecting the fate of any business, the practical part helps students obtain insights into the operational determinants of business success through the analysis of specific cases

Pre-requisites:

- Financial Management
- Marketing/ PR
- Business Design

Co-requisites:

- Business Models and Planning

Offered in:

- Fall Semester only

