PROPOSAL ARCHITECTURE AND CORPORATE CAPTURE STRATEGY

COMM / BUS 4100 / 6100 | Mixed-Level Intensive Elective — Corporate & Industrial Proposal Architecture

This mixed-level intensive course models the professional proposal workflows of the private commercial sector. Operating in collaborative mock bidding teams, students will master corporate capture planning, develop persuasive win themes through advanced SWOT and RFP audits, coordinate complex data calls via RACI responsibilities, and calculate multi-year Firm-Fixed-Price (FFP) and Cost-Plus CLIN cost models.

COURSE LEARNING OBJECTIVES

- Execute corporate capture planning and pre-RFP competitor reconnaissance using public tax documents.
- Structure complex commercial price models, including Firm-Fixed-Price (FFP) and Cost-Plus CLIN arrangements.
- Implement RACI responsibility matrices to manage cross-departmental data calls under tight timelines.
- Coordinate and execute a structured H120 submission workback schedule under high-velocity deadlines.

REQUIRED TEXTS & DIGITAL INFRASTRUCTURE

Primary Textbook: Rice, R., Cole, R. B., & Maher, L. N. (2026). *Grant Writing Using Rhetoric and Technology*. Routledge. Companion Web Portal: **https://grantwriting.solutions**

Required Systems: Access to cloud document workspace (Google Drive or Microsoft OneDrive) and professional databases as mapped in the curriculum calendar.

EVALUATION & ASSIGNMENT BREAKDOWN

Assignment Category	Description & Deliverable	Weight
Corporate Capture Strategy	Isolate a public sector procurement, analyze competitor capability, and pitch 3 distinct corporate win themes based on a SWOT audit.	**20%**
RFP Shred & Compliance Matrix	Deconstruct a complex commercial solicitation to generate a multi-column compliance matrix mapping RFP clauses to team RACI roles.	**15%**
Industrial Cost Model (FFP/CLIN)	Calculate a complete price volume spreadsheet utilizing formulas to outline direct labor rates, corporate overhead pools, and margin metrics.	**20%**
B2G Commercial Bid Package	Collaborative submittal of a technical volume, past performance qualifications, and a compliant commercial cost volume.	**35%**
Simulated H120 Portal Submission	A rapid-fire, real-time submission simulation testing compliance, file formats, and upload success under strict portal constraints.	**10%**

PEDAGOGICAL & DIGITAL POLICIES

Commercial AI & Data Security: To protect corporate IP and sensitive client data, students are strictly prohibited from uploading proprietary partner information into public generative AI models. Offline and enterprise secure instances are modeled.

RACI & Team Accountability: This course models commercial bidding teams. Conflict resolution must be negotiated through the team's designated Proposal Manager and anchored in the RFP's evaluation rubrics.

The Submission Deadline Lock (H120): No substantive technical or price revisions are permitted during the final 120 hours before the simulated portal close. This window is strictly reserved for compilation, formatting, and proofing.

CURRICULUM CALENDAR & LECTURE SERIES

The weekly schedule is organized recursively to move fluidly between rhetorical theory and technological execution. Readings are to be completed prior to the respective week's lecture session.

WEEK 1: Proposal Architecture as a Corporate Asset

Textbook Reading: Introduction & Chapter 2

Core Topics: B2G (Business-to-Government) lifecycles; seed, startup, expansion, and replication proposals; risk pricing.

Pedagogical Activity: Review 'Chess Thinking' and discuss how pre-RFP positioning impacts capture ratios.

WEEK 2: Capture Planning & Funder Reconnaissance

Textbook Reading: Chapter 2 & 7 (Recon)

Core Topics: Corporate intelligence; analyzing competitor partnerships and histories via tax Form 990 audits.

Pedagogical Activity: Audit a competitor's largest funding streams using public databases and tax records.

Due Deliverable: {week_data['assignment']}

WEEK 3: Advanced RFP Shredding & Constraint Budgets

Textbook Reading: Chapter 8 (Shredding)

Core Topics: Isolating hidden requirements (fonts, margins, file rules); page space allocation budgeting.

Pedagogical Activity: Shred a complex government RFP and map out a strict page-budget skeleton for the response.

WEEK 4: Workflow Engineering & Responsibility RACI

Textbook Reading: Chapter 8 (Roles)

Core Topics: Assigning corporate roles (SMEs, Writer, Finance); parallel workflows to maximize output.

Pedagogical Activity: Construct a multi-column RACI matrix mapping RFP solicitation clauses to team members.

Due Deliverable: {week_data['assignment']}

WEEK 5: Algorithmic Prompting for Business Bids

Textbook Reading: Chapter 3

Core Topics: Generative prompting in corporate settings; protecting proprietary IP; Chain-of-Thought.

Pedagogical Activity: Wield an AI model to evaluate your past performance summaries against the RFP criteria.

Due Deliverable: {week_data['assignment']}

WEEK 6: Developing Corporate Win Themes & SWOT Alignment

Textbook Reading: Chapter 8 (SWOT)

Core Topics: Translating organizational strengths into win themes; mapping evaluator criteria; stakeholder messages.

Pedagogical Activity: Construct a win theme matrix connecting corporate assets to specific RFP scoring categories.

WEEK 7: Managing Collaborative Writing & Data Calls

Textbook Reading: Chapter 8 (Collaboration)

Core Topics: Shared file structures; executing structured data calls; collaborative conflict resolution.

Pedagogical Activity: Draft a formal 'data call' requesting technical software specifications under a 48-hour deadline.

Due Deliverable: {week_data['assignment']}

WEEK 8: Writing the Technical Volume: Authority & Action Headers

Textbook Reading: Chapter 9

Core Topics: Technical volume vs. program narrative; active voice and corporate past performance profiles.

Pedagogical Activity: Rewrite a dense, passive past-performance statement into an active, result-focused corporate case.

WEEK 9: Establishing Urgency & Resource Gaps

Textbook Reading: Chapter 10

Core Topics: Needs statements in B2G bids; quantitative surge data; gap analysis formatting; ethical scope.

Pedagogical Activity: Write a Needs Statement integrating metrics to argue why an infrastructure upgrade is required now.

Due Deliverable: {week_data['assignment']}

WEEK 10: Pricing the Work: Estimating & Contract CLINs

Textbook Reading: Chapter 11 (Direct Costs)

Core Topics: Firm-Fixed-Price, Cost-Plus, and Time-and-Materials CLIN structures; calculating FTE scales.

Pedagogical Activity: Calculate direct personnel cost for an 18-month technology rollout using specific FTE models.

Due Deliverable: {week_data['assignment']}

WEEK 11: Corporate Overhead & Modality Mirroring

Textbook Reading: Chapter 11 & 12

Core Topics: G&A; rates, fringe benefit pools, and overhead calculations; formatting budget tables.

Pedagogical Activity: Mirroring exercise—reformat your team's budget worksheet to match the RFP's table structures.

WEEK 12: Commercial Budget Justification & Financial Storytelling

Textbook Reading: Chapter 11 (Narrative)

Core Topics: Explaining price bases (vendor quotes, historicals); translating spreadsheets into value arguments.

Pedagogical Activity: Draft a comprehensive budget justification for a subcontracted technological upgrade.

WEEK 13: Color Team Reviews: Feedback Triage in High-Velocity Bidding

Textbook Reading: Chapter 12 (Color Teams)

Core Topics: Pink Team, Red Team, and White Glove review milestones; resolving conflicting review feedback.

Pedagogical Activity: Run a Red Team evaluation on your team's draft using a mock government RFP scoring scorecard.

Due Deliverable: {week_data['assignment']}

WEEK 14: Portal Security, Compliance, & The H120 Lock

Textbook Reading: Chapter 13

Core Topics: SAM.gov and Grants.gov workspace roles; submitting under strict character limits; saving proof.

Pedagogical Activity: Simulated Portal Launch—teams upload final PDF files and document proof-of-submission screenshots.

Due Deliverable: {week_data['assignment']}

WEEK 15: Contract Negotiations, BAFO, & Project Closeout

Textbook Reading: Chapter 13 & 14

Core Topics: Down-selection, clarification requests, and Best and Final Offers (BAFO); Post-project 'hotwashes'.

Pedagogical Activity: BAFO Simulation—teams receive a clarification request and must adjust pricing under a 30-minute deadline.

Due Deliverable: {week_data['assignment']}