***Integrative Client Analysis***

This analysis is an opportunity for you to synthesize what you have learned since you joined the School of Business Administration (SBA) at PSU and to demonstrate your problem solving abilities by applying the knowledge that you have gained through your coursework.

Please write a 4-5 page report (11pt Arial font; 1.5 spacing) addressing ***all*** of the following points:

1. Identify and describe the major problems or challenges that your BA 495 client\* faces.
   1. What are the client’s problem(s)?
   2. What process did you go through to determine the problem(s)?
   3. What are the main causes of the problem(s)?
2. Think about the SBA courses that have had the most impact on you during your time at PSU.
   1. What elements from these courses (i.e., theories, frameworks, ideas, activities, tools, formulas, diagrams, etc.) are most relevant to addressing the problems faced by your client in 1)? Why?
   2. Please show how you would *apply, adapt,* and *combine* distinct elements of at least 2 of these courses to solve your client’s problem(s) described above. How would you put the pieces of analysis from these selected courses together to construct a recommendation? Please be as specific as possible and choose appropriate format(s) to construct your answer (*e.g.*, written analysis, charts, graphs, tables, etc. as you deem necessary).
3. If you were to work with this client after this term, how would you work with others on your BA495 team to draw upon and integrate their functional expertise to implement your recommendation in 2b)?
4. Please explain how your individual learning has evolved while being enrolled in SBA courses generally to enable you to solve your client’s challenges. Do you feel better prepared after enrolling in SBA courses to address complex challenges (*e.g.*, working with: uncertainty, ambiguity, many variables, interdependencies, discrepancies, etc.)? Why or why not?

\*Note: you may choose any of the clients in your section to complete this assignment.

Grading of the Integrative Client Analysis will be based on the following rubric.

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|  | **Outstanding** | **Adequate** | **Poor** |
| *Connection of concepts* | Comprehensively synthesizes concepts by combining examples, facts or theories from more than one field of study or perspective. | Sufficiently connects examples, facts or theories from more than one field of study or perspective. | Does not appropriately connect examples, facts or theories from more than one field of study. |
| *Transfer of skills & theories* | Comprehensively adapts and applies skills, abilities, theories or methodologies gained in one situation to new situations. | Sufficiently adapts and applies skills, abilities, theories or methodologies gained in one situation to new situations. | Does not apply skills, abilities, theories or methodologies gained in one situation in a new situation in relevant ways. |
| *Integrated communication* | Utilizes a format, language, or medium that enhances the integration of ideas, making clear the interdependence of language, meaning and expression. | Chooses a format, language, or medium that connects content and form, with an appropriate awareness of purpose and audience. | Does not use a format, language or medium that connects content and form. |
| *Self-reflection* | Comprehensively evaluates how individual learning evolves over time to address complex contextual factors. | Sufficiently evaluates how individual learning evolves over time to address complex contextual factors. | Insufficiently evaluates how individual learning evolves over time to address complex contextual factors. |
| *Writing Style* | Uses language that skillfully communicates meaning to readers with clarity and fluency; and is virtually error-free. | Uses straightforward language that generally conveys meaning to readers. The language has a few errors. | Uses language that sometimes impedes meaning because of errors in usage. Writing lacks organization and fluency. |