



XCLNav

is a platform for college advisors and college students

Decide Better

"Good advising may be the single most underestimated characteristic of a successful college experience."
Richard Light (Harvard University)

HOW TO FIND A JOB

HOW

CAREER SERVICES

College advisors use Career Services to help students **how** to be successful in finding their first job

XCLNAV

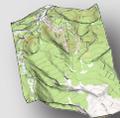
XCLNav helps students understand **what** are the factors that makes a long term career a success

WHAT

WHAT IS A JOB

"I looked at both of the links. Very Very good. A logical way to look at a business and to map experience. I think the models in the online course will be invaluable as a way to understand how a business works. They are obviously familiar, but I've never seen them presented that well and so completely. Should be a requirement for every business student. Keep at it -- you are doing some excellent and valuable work!"

Michael McGrath - founder and former CEO of PRTM - 2017



**Business
Genome
Map**



**Foundational
Career
Paths**

Patent Pending

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*Michael has decades of experience in management consulting thought leadership. He developed two of the most successful business frameworks - SCOR and PACE



Business Genome Map

For the first time in the history of college education, a student can have a single generic structured view of a business, with all its complexities. We call this the *Business Genome Map*.

Explorer - Foundational career paths

Use Business Genome Map to display sample career paths

Click on the button and view the displayed sample Visual Resume on the Business Genome Map diagram.

100% 25% 50% 75% 150% Restore Map to Initial State

KNOW

- Business Model Generation
- Market Forecast
- AIM: Strategy (Corporate Strategy Mgmt, Product Technology & MS Strategy, Global Markets Strategy), Executive Committee, Legal Counsel, Investment (Mergers and Acquisitions, Investment Mgmt), Governance (Standard Operating Procedures (SOP), Governance, Risk Mgmt, and Compliance (GRC))

DEVELOP

- Portfolio Mgmt (IF/Assets Mgmt, Financial Resources Mgmt, New Product Centre Market Research)
- FLM - New Product Development (Product Hardware, R&D Development, Product Software, Product Marketing Development, Collaborative Design, Supplier Integration)
- Strategic Partnership, Product Engineering, Product Testing, Quality Assurance Dev.
- HR (Talent Mgmt), MIS (MS Strategy, MIS Portfolio Mgmt), Performance (Collaborative Forecasting, Competitive Analysis, Models, Metrics & Benchmarks Ops), Financial Controller (Cost Management, Tax Strategy, Budgeting)

IMPLEMENT

- Demand/Supply Balance & Forecast, Engineering, Change Mgmt, Product Line Upgrade/Revisions, Production Customization - Requirements
- PLAN: BOM & Product Configuration, Product Customization - Planning, Product Line Cost Mgmt, Master Production Scheduling, QA Planning, Production Assets (Capacity Utilization Planning, Inventory Optimization & Warehouse Mgmt, B2B and Distributor Assessment, Logistics & Fulfillment Planning)
- HR (Human Resource Development, Workforce Resource Planning), MIS (Enterprise MIS Platforms Design & Development, Customized Software Development, Foreign Trade Ops), Financial Planning (Financial Audit, Financial Operating Plan (FOP), Cash Flow Forecast, Pricing & Sales Compensation, Foreign Trade Ops)

SOURCE

- Supplier Relationship Mgmt (Sourcing, Supplier Scorecard, Procurement, SPC/OTM Mgmt, Inbound Logistics)
- MAKE**: Manufacturing (Core Execution, Quality Assurance, Maintenance, Repair & Operations (MRO), Contract Manufacturing, Material & Inventory Mgmt)
- DELIVER**: Order Management (Customer Assessment, Catalog Mgmt, Available To Promise/ Capable To Promise, Account Mgmt, Outbound Logistics)
- MIS Operations (DevOps, MIS Support, Outsourcing Ops, MIS Purchasing, Enterprise Resource Planning (ERP), Finance & HR, Product Cycle & Supply Chain, Customer Relationship Mgmt)
- Financial Operations (General Ledger, Billing & Payables Operations, International Accounting, Payroll & Benefits, Production (Production Spending, Non-Production Spending), HR (Recruitment Strategy), Assets (New Core Assets Operations)

TRANSFORM

- Customer Product Marketing Research, Advertisements
- CUSTOMER RELATIONSHIP MANAGEMENT (Sales - Point of Sale, Order Tracking, Customer Training, Customer Service, Loyalty Programs and Promotions)
- SERVICE (Field Service Mgmt), END OF LIFE / RECYCLE (Upgrade Mgmt, Recalls Mgmt, Recycle Mgmt)

Role(2) Operative or Manager

Business Model(4) Special Case - (CM or IM or PM)

Career Path(5+5)

CE (Core Execution), CS (Core Sales), CNPD (Core New Product Development), CO (Core Operations), CM (Core Marketing), SF (Support Finance), SHR (Support HR), SMIS (Support MIS), SLC (Support Legal Counsel), SNCA (Support Non-Core Assets Management)

Far less comprehensive approaches like PRTM's PACE and SCOR, were implemented by more than 1,000 of the world's largest companies. Our framework includes and expands them while it takes a different view on integration.



Foundational Career Paths

The number of roles in a business and how they are organized can easily overwhelm any college graduate entering the workforce. BGM, together with **Foundational Career Paths** translates this complexity into simple, easy to follow concepts.

XCLNav | Student
www.xclnav.net/student/showStudentExplorer
Joanna Carson

Close

Boxford College

2
COMPASS

Explorer - Foundational career paths

Use Business Genome Map to display sample career paths

100%
25%
50%
75%
150%
Restore Map to Initial State

Opacity

According to our model, there are only ten career paths in a business. In the sample above we represent a typical lifelong career path for an executive CEO role. We also provide a tool for a student to 'design' various careers.

Main Features

ONLINE COURSE

What is a Business and its Structure - over 150 lectures split in five modules

The online course has four core modules, and one that covers special topics. The four modules are: **What is a Business**, **What is a Business Function**, **What is a Business lifelong career**, and **What is Business IT**. The online course uses a concept we developed called **Business Genome Map**, which we use to integrate all the business complexity in a single, unified framework. The 150 lectures covers the entire spectrum of topics relevant to modern corporation. We are continuously add new lectures and enhance the existing ones based on the feedback we receive.

SUPPORTING QUIZZES

Quizzes associated with each module - over 25 questions for each module

To help students validate their understanding, we developed for each module a set of questions that will cover the main topics. When we developed them, our goal was to reflect real situations which students will encounter either when looking for a job, or during their future employment. Similar to the online course, we are continuously adding new questions. To help with understanding, a student can retake the test many times. Each question has 'hints' associated, and if all the answers are correct, it unlocks the explanation

CAREER PLANNER

Explorer, Designer, and Analyzer - learn everything about career paths

This is a FIRST in career development. A student can use a simple set of tools helping to view, design, and analyze lifelong career patterns. They are:

Career Explorer - a student is able to navigate and display in details all the foundational career paths (there are ten) which can be found in a business. They can see the tasks associated with each business functions, with examples captured using a 'visual resume' concept.

Career Designer - a student can take the lessons from the online course and apply to designing a real lifelong career. On each step, an online complex business rules engine will guide him on the next best step, with simple and clear explanations. A student can save up to 10 careers which may take them to further analyze using the third tool.

Career Analyzer - this tool takes the career development to the highest level. A student can take a lifelong career path and analyze it across seven dimensions. This is done using a sophisticated business rules engine which will capture various mistakes made by a professional during various roles.

TASK PLANNER

Graduate Gainful Employment Score (GGES) - organize and improve your job-related activities

While a student learns about its future employment, with GGES our goal is to help him make better decisions in the present. A student can enter the tasks in their graduate planner, and we use a rule engine to calculate a score that will reflect the ability to get employment in the future. There are three dimensions which we use to calculate it:

Employer - we use the internship experience to calculate the employment dimension.

Job - we use the role a student played in various business-related activities to calculate the job dimension

Personal - we use individual achievements to calculate personal dimension.

MENTOR NETWORKS

Share the knowledge efficiently - students and mentors interact using a simple, common interface

The most difficult aspect of sharing knowledge is the need to personalize the advice. Because of this personalization, it is very difficult for mentors to 'craft' each answer, but also to 'reuse' it for other students. Our Business Genome Map, makes it very simple not only to define a simple interface to make the exchange of knowledge relevant, but also to reuse it for all other students. Each question is created using a simple business context, and it is directed only to mentors with relevant experience. The entire process is anonymized.

ADVISOR ANALYTICS & NOTIFICATIONS

Student Tracking Tool & Integrated Notifications - advisor can track student progress and publish notifications

While students are using all these tools, their activities are tracked and can be viewed by a career adviser in real time. For each student we have metrics such as percentage of online course taken, or correct answers on quizzes.

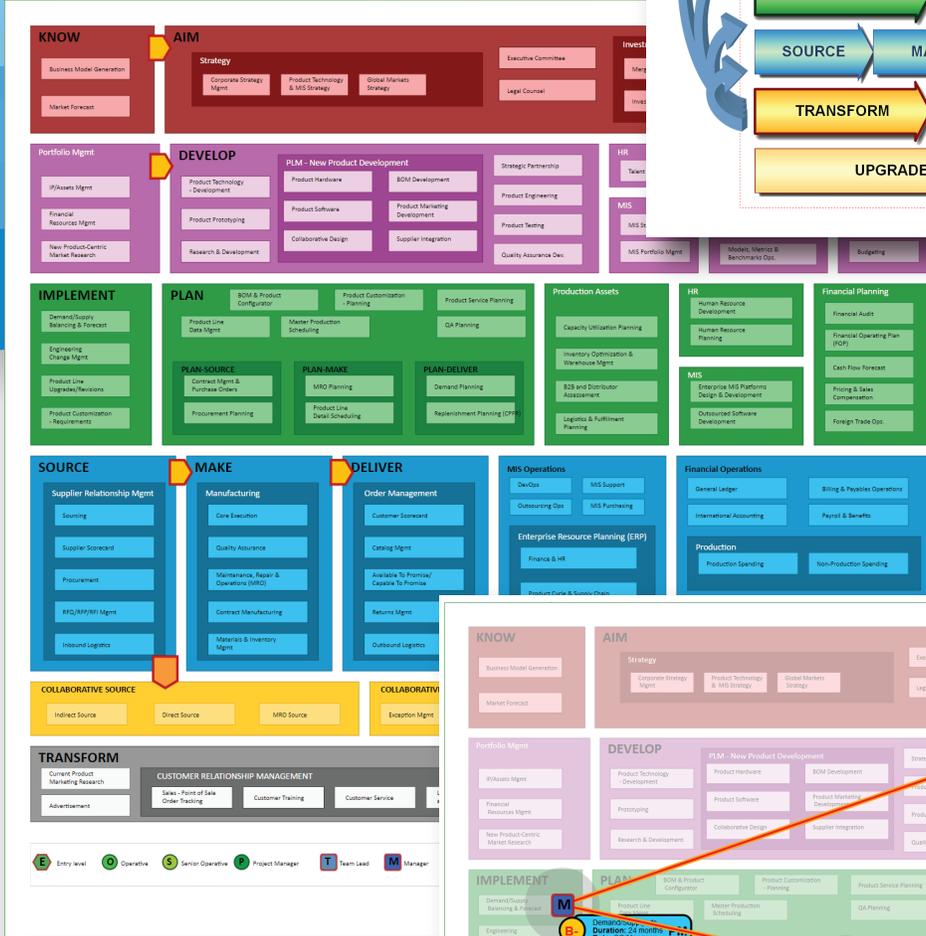
On notification, our goal is to have a simple, integrated system, which college advisors can use to inform students on relevant events and activities.





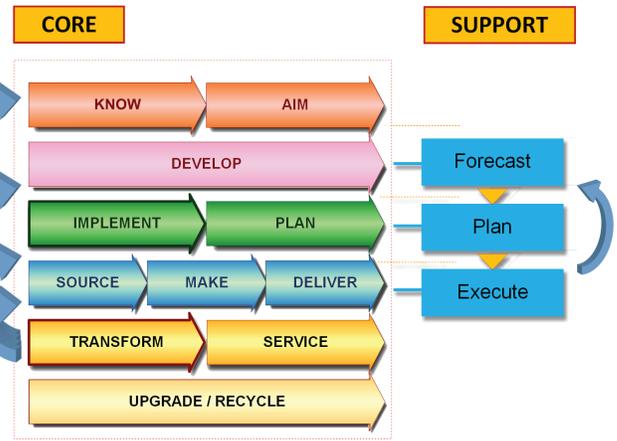
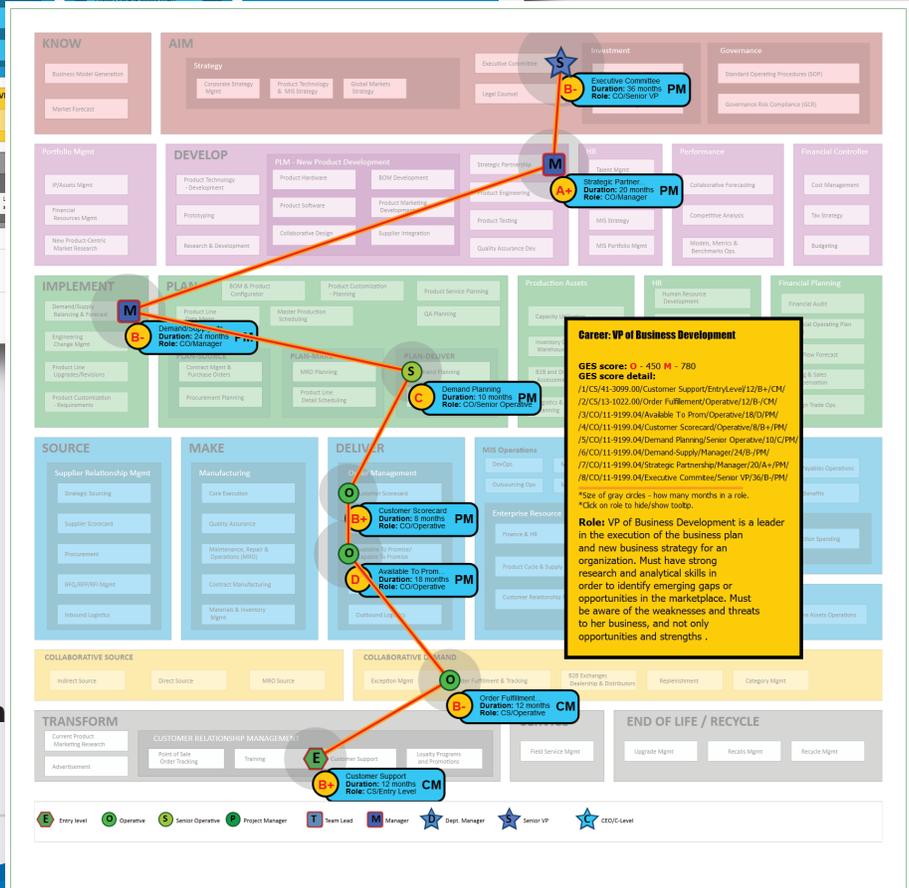
Main Concepts

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Business Genome Map

Foundational Career Path - Visual Resume



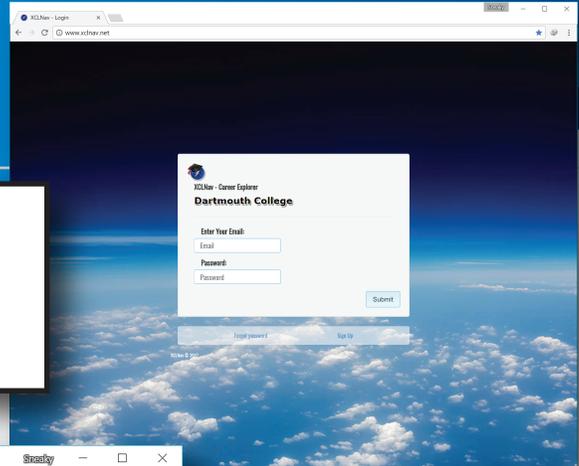
Enterprise Adaptive Model



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Course Screen

Application is deployed on a separate server on Amazon Web Services and customized to each college.



Welcome to XCLNav Career Navigator Course

XCLNav Career Navigator is an online self-study course that helps you understand the complexity of business organizations. It uses a concept called **Business Genome Map** to describe a business as an adaptive system. To make it easier, the course is split in five modules. XCLNav platform keeps track of your progress.

This course makes highly complex topics such as Strategy Management easy to understand

Module: What is a Business?
A business can be identified with a dynamic system that tries to remain viable while it competes on the market. At the same time it tries to follow guidelines from the government and govern its operations according to the law. This course covers the overall structure of a business and its relationship with the rest of economy.
Completed: 40% [Open](#)

Module: What is a Business function?
A business has many internal functions, but almost all of them can be covered by ten main functions, which can be split further in over a hundred sub-functions. Each one has its own roles associated. This course describes in detail these sub-functions, and how they are related to each other.
Completed: 12% [Open](#)

Module: Career
2 hours recommended
Lectures: 29

Course has four modules:

- **What is a Business?**
- **What is a Business Function?**
- **What is a lifelong Business career?**
- **What is Business IT/MIS?**



Quiz Screen

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Quizzes are based on the course four modules. A career advisor can track student progress in completing the course.

The screenshot shows a quiz question in a browser window. The question is: "Which one of next statements is NOT likely to be an advantage when you start your career in marketing?". The options are: "Learn about the product", "Learn about the customer", "Prepare for a manager role", and "Prepare for a sales position". The "Prepare for a manager role" option is selected. A hint box is visible: "Hint: Marketing is very little involved with operations. Marketing may allow you to be flexible and learn about market." The progress bar shows "This question is 2 of 25".

The sidebar contains the following menu items: Main (Dashboard, Notifications), Career Course (Modules, Quizzes), Career Planner (Explorer, Designer, Analyzer), Mentor Network (Mentor Q&A), Personal Planner (My Tasks), and Application (BGM, Help, Sign Out). At the bottom, it shows "© 2017 Logout" and "1.1.0".

The main content area is titled "Quizzes" and includes an "Objective" section with text: "These quizzes are based on the course four modules. The first set of questions is related to the overall Business/Corporation structure and its relationship with other organizations from the socio-economic environment, such as consumers, investors, regulations, and even other businesses. The second set of questions is related to business cycles. How these roles are organized in specialties is covered in graduate to identify early in its career what are the options, and avoid career paths that an employee will never work in IT or in a function related to IT, it is important to know what types of business (software) applications he/she will use during employment."

Three quiz cards are displayed:

- Workplace** (90 minutes recommended, 4 Quizzes): "Quizzes: What is a Business?". Description: "A business can be identified with a dynamic system that tries to remain viable while it competes on the market. At the same time it tries to follow guidelines from investors, and govern its operations according to the law. This quiz is testing the knowledge related to the overall structure and its relationship with the rest of economy." Progress: Completed: 50% • Correct: 2 out of 4. Button: Open.
- Function** (90 minutes recommended, 4 Quizzes): "Quizzes: What is a Business function?". Description: "A business has many internal functions, but almost all of them can be covered by ten main functions, which can be split further in over a hundred subfunctions. Each one has its own roles associated. This quiz is testing the knowledge associated with these subfunctions, and how they are related to each other." Progress: Completed: 0% • Correct: 0 out of 4. Button: Open.
- Career** (60 minutes recommended, 3 Quizzes): "Quizzes: What is a Business life-long career?".



Lecture Screen

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Lectures are organized in chapters. Each one has a summary, and many times a relevant quote. The lecture text contains diagrams for easier learning. The student can also track progress.

XCLNav | Student
www.xclnav.net/student/Page
Joanna Carson

← Previous Lecture
Complete and continue →

What is a Business?

Why we need a new model

- What is modern corporation
- Managers and Engineers
- Harvard Case Study was developed in 1920
- Economy as Complex Adaptive Systems - Eric Beinhocker
- System Dynamics - Jay Forrester
- MIS and Transactions - Jim Gray
- MIS and Enterprise Applications - Grady Booch

Business/Corporation as a Viable System Model

- What is a VSM (Viable System Model) - Stafford Beer
- Viability definition
- Value Chain/Operations and Adaptability
- Business and Consumer - The basis of our socio-economic environment
- Government, Investors/Owners, Business, and Consumer
- The four foundational cycles of the Business

Business/Corporation as a holonic system

- What is a holon
- What is a realm
- The three realms found in Business
- People - the foundation
- Process - the purpose
- Technology - the automation

What is the modern corporation

Summary:
 The well-managed corporation is the most significant commercial invention of the 20th century-more significant than electrical lighting, the Model T, jet aircraft, the computer or the Internet. Without well-managed corporations, we could not have had these innovations in the first place, at least on a large scale. It can be defined as : "a corporation is a business that is legally independent from its members. Corporations may incur or pay debt, negotiate contracts, sue and be sued."

* click on 'Complete and continue' to advance to next lecture

Education, in present management schools, trains operators of corporations. There is almost no attention to designing corporations... Almost never has anyone intentionally and thoughtfully designed an organization to achieve planned growth and stability.

- Jay W. Forrester, *Designing the Future (1998)*

In the last 100 years we invented many products and technologies which changed the way we live, but none of these inventions would have succeeded if not for the most important of all, which is the **modern corporation**. The enterprise, as a form of corporation is over 120 years old and is structured around layers of management, and most of those layers, if not all, are information relays. Peter Drucker in his book "Managing in the next society" predicts a future with fewer layers of management as their role as "information relays" become inefficient. The "information relays" role is to convey the decisions from top management into operational changes. However, fewer layers of management does not necessarily imply fewer processes. It only points to a decision chain that needs to become increasingly efficient and thus enabling a complex information exchange with less human interaction for relaying it. He also argues that businesses wanting to thrive in the decades ahead will have no option but to become not only more efficient but also more effective and adaptive.

The evolution of modern corporation was started very slow, but by last mid-century, it all changed. "Management" became a distinct and accepted concept, thanks in large part to the insight and writings of Peter Drucker. Many of our brightest young minds began to see management as a viable and legitimate career path. During the first half of the 20th century, visionary executives like Alfred Sloan from General Motors developed management into an understandable, repeatable activity. Currently, there are over 12,000 MBA programs worldwide generating hundreds of thousands graduates per year.

Modern Corporation is Adaptive

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Mentor Network Screens

This is one of the most important features. It makes use of BGM concept to create a highly efficient knowledge exchange between mentors and students. The participants are anonymized and answers can be shared freely because of their common context.

Mentor Network - Request advice

Q&A List

All questions have a BGM context associated for better definition. This makes the knowledge exchange between students and mentors, not only efficient, but also generic in a way that can be shared with all the other students. BGM context have five elements that qualify the context:

- Business process associated
- Career Path
- Employee Role
- Business Model
- Stage of Excellence (not required)

Question Title	Description	Answers	
Apple Supply Operations	How Apple can optimize their supply chain when they transition to a new model	★★★★★ (3)	View Details
Electric Car Manufacturing	Is the software development cycle driving the electric car product development	★★★★★ (1)	View Details
Software-centric business model	Does a startup requires all the processes found in traditional business		

[Search Questions](#)

Question : Apple Supply Operations

STUDENT ID: XNVBX-S4356
 Description: How Apple can optimize their supply chain when they transition to a new model

Asked: a month ago

Text:
 When a new model is introduced, Apple maintain the same price despite the fact that all electronic components are cheaper to manufacture. What is the impact of outsourced supply chain on the overall product cost? Can automated assembly lines and streamlined operations lower the cost significantly?

Question BGM Context:

- Business Process: - Core Execution
- Career Path: - Operations
- Employee Role: - COO
- Business Model: - Innovation-Centric
- Stage of Excellence: - A+

1 MENTOR ID: XNVBX-M8769
 Answered: 14 days ago

Answer:
 Apple is organized around the consumer demand. In an innovation-centric business model new features are the ones determining the price and not the production cost. Most of the financial effort is in developing new features for which a consumer is willing to pay a premium. Optimizing a supply chain adds value for low cost smartphone manufacturers and less for a company like Apple.

2 MENTOR ID: XNVBX-M6382
 Answered: 22 days ago

Answer:
 Apple does not own the supply chain, only it tries to control it. The supply chain cost is determined by outsourced suppliers. As the labor cost is increasing in China where Apple suppliers are, the cost of manufacturing will go up. So far Apple was able to charge a premium on features, but as the other smartphone manufacturers are catching up this ability will diminish. Then, the supply chain cost will have an impact on profits relative to the overall cost.

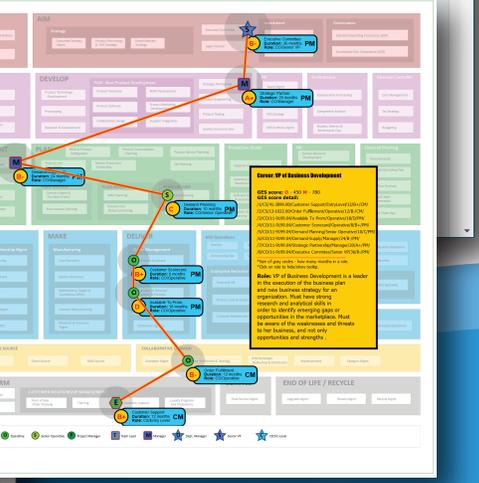
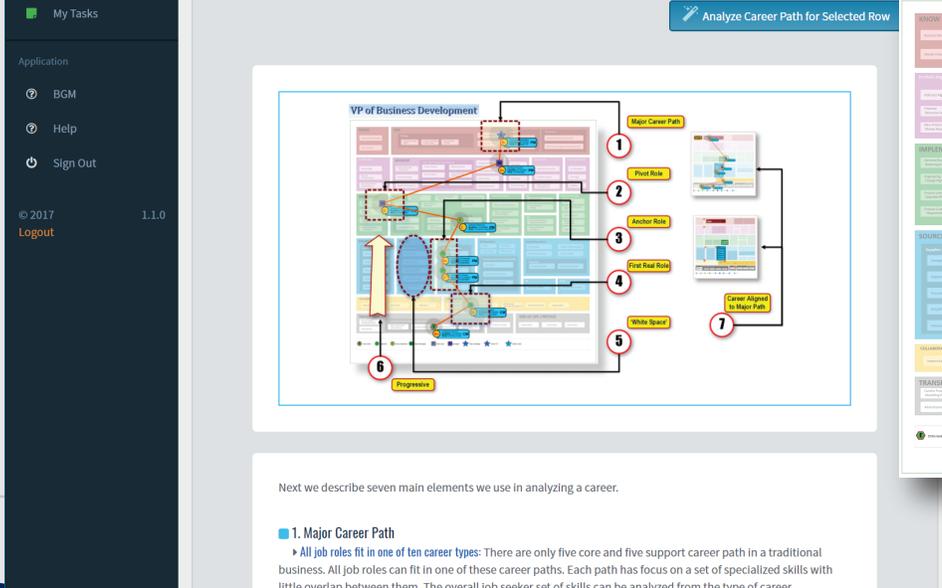
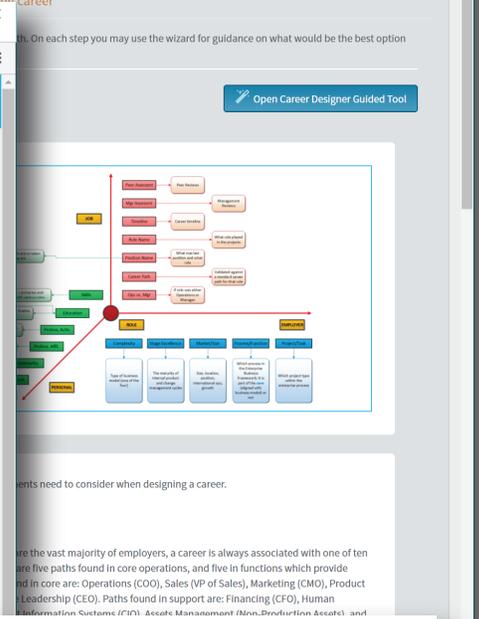
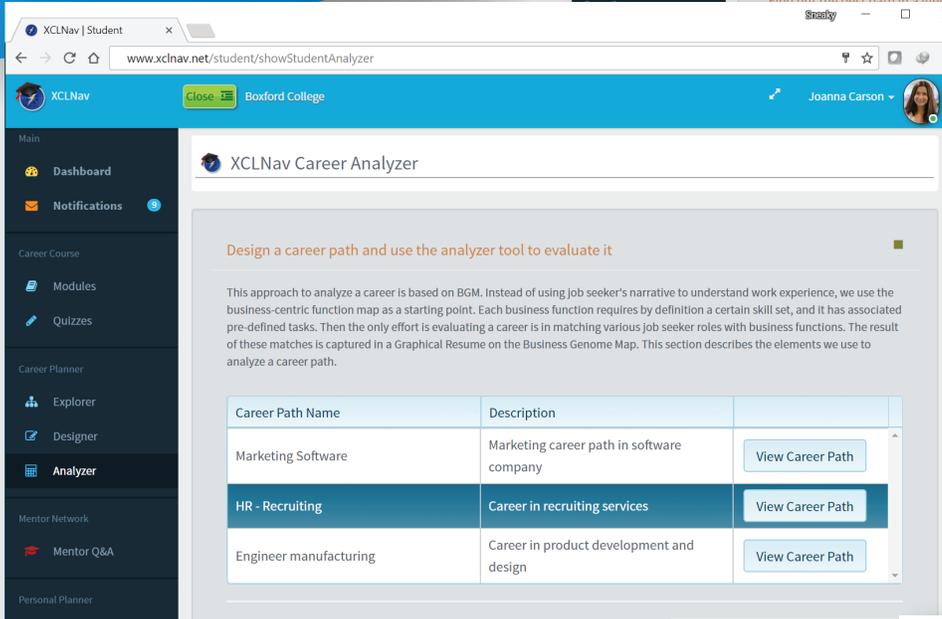
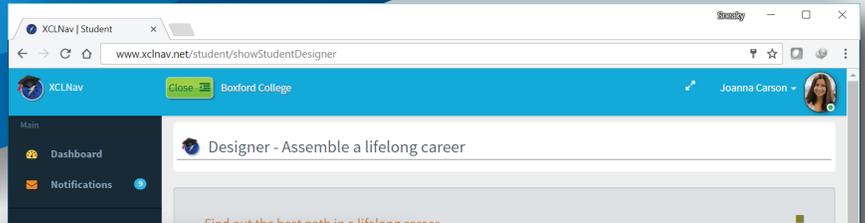


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Career Planner Screens

This unique service teaches students all the complexities associated with planning for a lifelong career path. It uses three tools: **Explorer** - to view details on the ten main career paths, **Designer** - to help craft a lifelong career, and the **Analyzer** - to get feedback on designed careers. All tools are calling into our back-end business engine which helps with decisions.

Career Designer Tool



Career Analyzer Tool



Advisor Notifications Screen

College advisors can use XCLNav to manage users, view mentor network activity, and post notifications to students subscribed.



Advisor Dashboard Screen

College advisors can use XCLNav to manage students and track their progress.

The screenshot displays the XCLNav Advisor Dashboard for Boxford College, accessed by user Celline Robson. The interface includes a sidebar with navigation options like Dashboard, Notifications, User Management, and Application. The main content area is titled 'Advisor Dashboard' and features a 'Manage Students' section with an 'Add Student' button. Below this is a table listing 13 students with their IDs, statuses, names, emails, course progress, and quiz completion percentages. A legend at the bottom explains the icons used for course and quiz status.

ID	Status	Name	Email	Cou...	Quiz	
XNVBX-S-DG1001	Active	Joanna Carson	student@xcl.com	2%	15%	Edit View
XNVBX-S-LH1005	Active	Stephanie Rosenbaum	Stephanie.Rosenbaum75@boxfordcollege.edu			Edit View
XNVBX-S-RX1006	Active	Marilyne Abernathy	Marilyne.Abernathy69@boxfordcollege.edu			Edit View
XNVBX-S-YE1007	Active	Ronny Lakin	Ronny.Lakin10@boxfordcollege.edu			Edit View
XNVBX-S-SHC1008	Active	Asia Kreiger	Asia.Kreiger17@boxfordcollege.edu			Edit View
XNVBX-S-HJ1009	Active	Arnold Cronin	Arnold.Cronin25@boxfordcollege.edu			Edit View
XNVBX-S-MA1010	Active	Myrtle Kuhic	Myrtle.Kuhic17@boxfordcollege.edu			Edit View
XNVBX-S-JF1011	Pending	Amber Miller	Amber.Miller26@boxfordcollege.edu			Edit View
XNVBX-S-DZ1012	Active	Zella Koelplin	Zella.Koelplin03@boxfordcollege.edu			Edit View
XNVBX-S-PR1013	Active	Lavern Bradtke	Lavern.Bradtke66@boxfordcollege.edu			Edit View

Legend:

- Quiz Not Started
- Quiz In Progress
- Quiz Completed
- Quiz > 90%
- Quiz 100%
- Course Not Started
- Course In Progress
- Course Completed



Some of topic lectures

All four main modules have over 150 lectures. We continuously update their content and the quizzes associated.

◀ What is a Business Module

Start next lecture → System Dynamics - Jay Forrester

Why we need a new model

- What is modern corporation
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Start next lecture → What is Sales applications

Why IT is different realm

- Grady Booch and Jim Gray
- What is MIS
- Value and drivers for MIS
- Information - the bridge between managers and engineers
- What is virtualization
- IT as a business is different from IT as a function

Enterprise applications and software utilities

- Main concept
- What is an Enterprise Application
- What is ERP
- What is CRM
- What is Sales applications
- What is HR applications
- What is PLM
- Reporting and Forecast
- Defining software utilities

MIS Operations

- Introduce a new application
- Integrate multiple applications

MIS Concepts

- Hardware

▲ What is IT Module

▼ What is a Function Module

Start next lecture → Investment Strategy - M&A

Business as Viable Complex System

- What is VCS
- The five layers of a VCS
- Action verb model of the Business
- Core and Support foundational area
- Change cycles - IMPLEMENT and TRANSFORM

KNOW Action Verb

- Main concept
- Anticipate the future and adapt the operational model
- Anticipate the market size

AIM Action Verb

- Main concept
- Strategy Management
- Investment Strategy - M&A
- Legal Counsel - the link to the law
- Governance

DEVELOP Action Verb

- Main concept
- Portfolio Management
- New Product/Service Development
- Talent Management
- MIS Strategy and Portfolio Management
- Business Performance

▼ What is a Career Path Module

Start next lecture → Main concept

What is a career path

- Career path is a learning path or interrelated skills
- Management and Engineers
- Core functions
- Support functions
- Technical Roles and Business Roles

Core Career Paths

- Main concept
- Executive career path - CEO
- Sales career path - VP of Sales
- New Product Development - CTO
- Core Operations - COO
- Marketing - CMO

Support Career Paths

- Main concept
- Financial career path - CFO
- Human Resource - VP of HR
- Management of Information Systems - CIO
- Legal Counsel - CLO
- Non-Core Assets Management career path - VP of Assets Management

Why VP of Sales cannot fire CEO

- Main concept

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"I looked at both of the links. Very Very good. A logical way to look at a business and to map experience. I think the models in the online course will be invaluable as a way to understand how a business works. They are obviously familiar, but I've never seen them presented that well and so completely. Should be a requirement for every business student. Keep at it -- you are doing some excellent and valuable work!"

Michael McGrath - founder and former CEO of PRTM - 2017

XCLNav - About Us

XCLNav focus is on creating a platform that acts like a bridge between college education and employment. This platform revolves around two elements: a MAP - Business Genome Map - and a COMPASS - Foundational Career Paths.

