Notes from Laura Kornish’s session on **Talking about BASE in Your Job Search**

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There’s not just one way to list **BASE on your resume**—and you don’t have to list it—but if you want to list it, list it in the set of **Relevant Courses** (or a similar name) within the Education section. Whichever way you list it, don’t assume that the person looking at your resume recognizes the term “BASE.” Here are some examples of ways to list it.

* BASE (Sophomore Integrated Capstone)
* BASE (Business core Applied Semester Experience)
* Sophomore Business Projects Course
* Business Core Capstone
* BASE, Capstone on Business Fundamentals

Likewise, *there’s not one way* to list **BASE projects** in a resume section **Course Projects**. Here are some examples of language you could use. The best phrasing will be something you come up with that reflects your experience and your voice. It’s important that you not represent this as work you did directly working with the company; that’s why Course Projects is a safe place to list it.

**Justin’s 1 Examples – Illustrative.** Use YOUR specifics and be prepared to answer questions.

**New Category Recommendation**: Recommended *honey* as a new product category for Justin’s, a consumer goods company best known for nut-butter squeeze packs. Backed recommendation with financial, brand, competitive, and operational reasoning.

-or-

**Innovation:** Analyzed five potential new categories for Justin’s (consumer goods company). Recommended *fruit spreads* as having the best financial potential and brand expansion opportunity.

-or-

**Product Development**: Persuasively argued that Justin’s (nut-butter company) should expand into Toaster Pastries, the category with the highest return in our financial projection and manageable risks in brand and operations.

**Spark 2 Examples**

**Cash Flows Analysis:** Built a Statement of Cash Flows (SCF) for Spark Mindset, a cybersecurity education company targeting underrepresented populations. Used the SCF to recommend operational changes to extend existing cash reserves.

-or-

**Start-up Cash Burn**: Used balance sheet and income statement accounts to create the four basic financial statements for a start-up focused on cybersecurity education. Analyzed statements to recommend \_\_\_\_.