



MBA 665 Final Project Milestone Two Guidelines and Rubric

Prompt: The final project for this course is the creation of an **impact of governmental action on a business paper**. For Milestone Two, you will submit the **Overview** section of your final project, which continues building on what you started in Milestone One to complete Section I of the final project critical elements. You will provide the business profile and governmental action, revised according to feedback received on Milestone One, then add organization and teams, stakeholders, and current environment. Be sure to support all factual claims/positions with appropriate citations to your research materials.

Specifically, the following critical elements must be addressed:

- I. **Overview:** In your role as vice president of governmental affairs, your boss, the business's CEO, is considering retaining an outside consulting firm to assist the company with a government issue that it is facing. Jack Harris is the president of that firm, which is called Crisis Consulting. Jack has told your boss that he will not know if he can help until he learns more information about your company and the issue it faces. Your CEO has asked you to prepare a memo that will provide a detailed overview of your company as well as the government action that is it facing. Address the following:
 - A. **Business Profile:** Provide a brief profile of the business and the industry it occupies, including the business's market share and competitors, as well as opportunities and threats facing the business and industry outside of the particular governmental action now facing the business.
 - B. **Governmental Action:** Analyze the potential governmental action or political challenge that will affect the business in this particular situation.
 - C. **Organization and Teams:** Describe the organization of the company, including divisions and project teams, and the manner in which the company has used these teams to respond to government regulations in the past.
 - D. **Stakeholders:** Describe the company's internal and external stakeholders. In your description, include the actions taken by the stakeholders to date to influence the political process and advocate for the business's interests.
 - E. **Current Environment:** Describe the current business environment, both financial and otherwise, including the initial reaction of the company to the situation and the initial position taken by political actors and other stakeholders.

Guidelines for Submission: Your paper must be submitted as an 8-10 page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and sources cited in APA format.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (70%)	Not Evident (0%)	Value
Overview: Business Profile	Briefly profiles selected business and industry it occupies, including market share, competitors, opportunities, and threats	Profiles selected business and industry it occupies, including market share, competitors, opportunities, and threats, but response is wordy or vague	Does not profile selected business and industry it occupies	15
Overview: Governmental Action	Accurately analyzes potential governmental action or political challenge that will affect business	Analyzes potential governmental action or political challenge that will affect business, but with gaps in accuracy or detail	Does not analyze potential governmental action or political challenge that will affect business	15
Overview: Organization and Teams	Comprehensively describes the organization of the company, including divisions and project teams, and the manner in which the company has used teams to respond to past government regulations	Describes the organization of the company, including divisions and project teams, and the manner in which the company has used teams to respond to past government regulations, but description is cursory or inaccurate	Does not describe the organization of the company and the manner in which the company has used teams to respond to past government regulations	20
Overview: Stakeholders	Comprehensively describes company's internal and external stakeholders, including actions taken by stakeholders to influence political process and advocate for business interests	Describes company's internal and external stakeholders, including actions taken by stakeholders to influence political process and advocate for business interests, but description is cursory or inaccurate	Does not describe company's internal and external stakeholders	20
Overview: Current Environment	Comprehensively describes current business environment, including financial status, initial reaction of company to situation, and initial position taken by stakeholders	Describes current business environment, including financial status, initial reaction of company to situation, and initial position taken by stakeholders, but description is cursory or inaccurate	Does not describe current business environment	20
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%