

**MBA 705 Milestone Three Guidelines and Rubric**

**Overview:** For the capstone assessment, you will create a **business implementation plan and audiovisual presentation** for the product, service, or idea you have been developing throughout your MBA coursework.

In **Milestone Three**, you will submit the **company and key personnel**, which includes your explanation of why your organization is well positioned to carry out the project, including how the concept fits with your organization’s core competencies and the type of corporate culture that will offer the best possibility for successful implementation. In addition, please define the key roles, responsibilities, and qualifications of the cross-functional team who will be responsible for implementing the project. Although you may not always be able to provide the names of the specific individuals who will occupy those roles, you should explain the specific skills and experience required for each and the contributions each member will make, including what your own role will be in the process and contingency plans should the team composition you propose need to be modified.

**Critical Elements:**

- Explain how the concept fits with the implementing **organization’s core competencies**.
- Describe the type of **corporate culture** that will offer the best possibility for successful implementation.
- Define the **key roles, responsibilities, and qualifications** of the cross-functional business implementation team, including what your own role will be in the process.
- Outline **contingency plans** should the team composition you propose need to be modified.

**Guidelines for Submission:** Your draft must contain all of the elements listed above. It should be 5 to 8 pages in length (excluding the title page, references and appendices) using 12-point Times New Roman font, with one-inch margins. You may include summary pictures, charts, graphs, or other explanatory diagrams as needed to successfully explain the concept and implementation, but should use appendices for detailed supporting documentation. Your paper should follow APA guidelines. You must include at least 5 scholarly sources. Cite your sources within the text of your paper and on the reference page.

| <b>Critical Elements</b>                | <b>Proficient (100%)</b>  | <b>Not Proficient (0%)</b>   | <b>Value</b> |
|---|---|--|--------------|
| <b>Main Elements</b>                    | Includes most of the main elements  | Does not include any of the main elements  | 15           |
| <b>Critical Thinking</b>                | Provides logical conclusions and defends with examples  | Does not provide logical conclusions   | 15           |
| <b>Organization’s Core Competencies</b> | Explains how the concept fits with the implementing organization’s core competencies and shows how the project implementation will leverage the core competencies | Does not explain how the concept fits with the implementing organization’s core competencies | 15           |

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| <b>Corporate Culture</b>                               | Includes an analysis of the corporate culture that will offer the best possibility for project success, and includes an explanation of why the identified culture is the best one for the project | Does not include an analysis of the corporate culture that will offer the best possibility for project success                      | 15          |
| <b>Key Roles, Responsibilities, and Qualifications</b> | Provides the key roles of the business implementation team, including your own role, and includes responsibilities and qualifications of the cross-functional business implementation team        | Does not provide the key roles, responsibilities, and qualifications of the cross-functional business implementation team           | 15          |
| <b>Contingency Plans</b>                               | Outlines a contingency plan should the implementation team need to be modified  | Does not outline a contingency plan   | 15          |
| <b>Articulation of Response</b>                        | Submission does not have critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas   | Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas | 10          |
| <b>Total</b>   |   |   | <b>100%</b> |