



OL 215 Final Project One Milestone One Guidelines and Rubric

For this assignment, due in Module Two, you will submit a 1-2 page (maximum) document that will identify your chosen successful company from the suggested list. You are expected to provide a brief overview of the successful company that you have chosen to benchmark for management best practices. You should also include specific examples related to the fundamental principles of management and the company's mission and vision statement. Instructor feedback should be applied to your Final Project One submission.

You must select a company from the list of suggested companies below. Resources related specifically to the successful companies listed are provided.

SAS

- [SAS.com](https://www.sas.com)
- [SAS: A New No. 1 Best Employer](#)
- [How SAS Became the World's Best Place to Work](#)
- [An Interview With the Godfather of Data Analytics, SAS's Jim Goodnight](#)

Google

- [Google.com](https://www.google.com)
- [How Google Motivates Their Employees With Rewards and Perks](#)
- [Lessons From Google's Management Style](#)
- [Google's Management Style Grows Up](#)
- [Google's Greatest Innovation May Be Its Management Practice](#)

Zappos

- [Zappos.com](https://www.zappos.com)
- [No Managers Required: How Zappos Ditched the Old Corporate Structure for Something New](#)
- [Zappos: A Workplace Where No One And Everyone Is The Boss](#)
- [Zappos Company Culture](#) (5:41)
 - The captioned version of the video located in this document may be accessed in the following link: [OL-215 Zappos Company Culture \(CC\)](#)

Southwest Airlines

- [SouthwestAirlines.com](https://www.southwestairlines.com)
- [Southwest Airlines Opens for Business - Customers](#)
- [Effective Management at Southwest Airlines](#)

- [Southwest Airlines: Strategy Genius or Common Sense? \(8:32\)](#)
 - The captioned version of the video located in this document may be accessed in the following link: [OL-215 Southwest Airlines: Strategy Genius or Common Sense? \(CC\)](#)

Apple

- [Apple.com](#)
- [Apple Management Lessons Every Company Should Steal](#)
- [8 Management Lessons I Learned Working at Apple](#)
- [Steve Jobs Talks About Managing People \(2:26\)](#)
 - The captioned version of the video located in this document may be accessed in the following link: [OL-215 Steve Jobs Talks About Managing People \(CC\)](#)

Specifically, the following **critical elements** must be addressed:

- I. Provide a brief **overview** of the successful company that you have chosen to benchmark for management best practices
- II. Include specific examples relating to the fundamental **principles of management and the company's mission and vision statement**

Guidelines for Submission: Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Overview	Provides a brief overview of the successful company that was chosen to benchmark for management best practices	Provides an overview of the company that was chosen to benchmark for management best practices but details lack relevance or are cursory	Does not provide an overview of the company that was chosen	40
Principles of Management/Company's Mission and Vision	Includes specific examples relating to the fundamental principles of management and the company's mission and vision statement	Includes examples relating to the fundamental principles of management and the company's mission and vision statement but examples are not specific or explanation is lacking in detail	Does not include specific examples relating to the fundamental principles of management and the company's mission and vision statement	40

Southern New Hampshire University

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	20
Total				100%