

**MBA 690 Milestone One Guidelines and Rubric**

The final project for this course is the creation of a **project management plan**. In Milestone One, you will submit the operations management section (Section I) of your project management plan. Assess the history and trends of operations management, focusing on the business or company from your business plan in the Marketing and Strategy course. Provide rationale for the selection of your business development opportunity. Detail initial estimates of demand based on your forecasts and justify your selection of forecasting methods. Determine site location(s) and provide specific quantitative rationale for your selection.

Consider the underlying business information needs of the new business and what information requirements will be needed. Outline the management information structure of the proposed business information system for your new business opportunity as part of the overall proposal based on the feedback received from Module Two. Consider specific IS concepts in Chapter 12 to outline your proposed system. For example, what elements do you plan to incorporate into your management information system? What linkages in the information structure are proposed?

**Prompt:** Assess the history and trends of operations management, focusing on the business or company from your business plan in the Marketing and Strategy course. Specifically, you should assess the significant forces that have shaped operations management in recent history and answer the following:

- How did these forces impact the business operations of your company?
- If your company does not yet exist, how do you envision these forces will impact the business operations of your company?
- Critique the key obstacles and issues that confronted company management during the evolution of operations management into the modern era. How did your company's management handle these obstacles? If your company did not exist then, how do you think they would have responded to these issues?
- Assess changes to operations management philosophies and organizational structures in response to the evolving complexity of business operations. In other words, what has changed and why? Analyze the business operations of your selected company. Consider questions such as these in your response:
  - What organizational processes does the company use?
  - How do the business operations support the strategic plan, mission, and vision of the company?
  - What factors affect productivity and profitability?
- Determine the key trends in production, quality, resource, and information management with a focus on the business operations of your company.
- Assess the impact of these key trends on the business operations of your selected company and on the business product, service, or other idea in your business plan.

**Note: If, for some reason, you cannot use the company and product, service, or other idea from your business plan, you will need to work with your instructor to select another company and corresponding business product, service, or idea.**

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

- a) Assess the **significant forces** that have shaped operations management in recent history. How did these forces impact the business operations of your company? If your company does not yet exist, how do you envision these forces will impact the business operations of your company?

- b) Critique the **key obstacles** and issues that confronted company management during the evolution of operations management into the modern era. How did your company’s management handle these obstacles? If your company did not exist then, how do you think they would have responded to these issues?
- c) Assess **changes** to operations management philosophies and organizational structures in response to the evolving complexity of business operations. In other words, what has changed and why?
- d) Analyze the **business operations** of your selected company. Consider questions such as these in your response: What organizational processes does the company use? How do the business operations support the strategic plan, mission, and vision of the company? What factors affect productivity and profitability?
- e) Determine the **key trends** in production, quality, resource, and information management with a focus on the business operations of your company.
- f) Assess the **impact** of these key trends on the business operations of your selected company and on the business product, service, or other idea in your business plan.

**Rubric**

**Guidelines for Submission:** Your paper should adhere to the following formatting requirements: It should be submitted as an APA-style Microsoft Word (or open source) document, 8–10 pages (not including title and reference pages), double-spaced, using 12-point Times New Roman font and one-inch margins. There should be a minimum of two references cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Significant Forces</b>	Comprehensively assesses the significant forces that have shaped operations management in recent history or will shape it in the future, focusing on impact on business operations of selected company	Assesses the significant forces that have shaped operations management in recent history or will shape it in the future, but response lacks a focus on impact on selected company or is cursory or inaccurate	Does not assess the significant forces that have shaped operations management in recent history or will shape it in the future	15
<b>Key Obstacles</b>	Accurately critiques the key obstacles or issues that confronted or will confront company management during evolution of operations management into modern era, focusing on management of selected company	Critiques the key obstacles or issues that confronted or will confront company management during evolution of operations management into modern era, but response lacks a focus on management of selected company, is cursory, or is inaccurate	Does not critique the key obstacles or issues that confronted company management during evolution of operations management into modern era	15
<b>Changes</b>	Comprehensively assesses changes to operations management and organizational structures in response to evolving complexity of business operations	Assesses changes to operations management and organizational structures in response to evolving complexity of business operations, but assessment is cursory or inaccurate	Does not assess changes to operations management and organizational structures in response to evolving complexity of business operations	15

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<b>Business Operations</b>	Comprehensively analyzes business operations of selected company	Analyzes business operations of selected company, but response is cursory or inaccurate	Does not analyze business operations of selected company	15
<b>Key Trends</b>	Accurately determines key trends in production, quality, resource, and information management, focusing on business operations of company	Determines key trends in production, quality, resource, and information management, but response is not focused on business operations of company or has gaps in accuracy or detail	Does not determine key trends in production, quality, resource, and information management	15
<b>Impact</b>	Comprehensively assesses the impact of identified key trends on business operations of selected company and business idea	Assesses the impact of identified key trends on business operations of selected company and business idea, but assessment is cursory or inaccurate	Does not assess the impact of identified key trends on business operations of selected company and business idea	15
<b>Articulation of Response</b>	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
<b>Total</b>				<b>100%</b>