Southern New Hampshire University

MBA 705 Milestone Two 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 Two**, you will submit an **implementation plan**, which is a clear and comprehensive plan for implementing and managing the concept from inception to completion. Although the details of your plan will necessarily depend upon your concept, at a minimum, your plan should include the following critical elements:

Critical Elements:
- **Physical and technological resources** needed for the concept, including where these will come from and how they will be used to reduce cost or improve operations. Be sure to discuss why one resource option is better than another where appropriate.
- A detailed **implementation schedule** covering what needs to be done, by when, and, tentatively, by whom. (Note that key personnel will be covered in more depth in Milestone Three.) The schedule should identify the critical path to success and outline the dependencies between tasks.
- **Project review processes** and indicators of success to ensure that the project stays on target.
- An explanation of how **intrapreneurship or entrepreneurship** factor in to the implementation of your plan and how you will protect intangible assets, such as intellectual property or brand.

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.

Critical Elements	Proficient (100%)	Not Proficient (0%)	Value
Main Elements	Includes most of the main elements	Does not include any of the main elements	15
Critical Thinking	Provides logical conclusions and defends with examples	Does not provide logical conclusions	15
Physical and Technological Resources	Provides physical and technological resources and includes a discussion of the source of the resources and why certain options are better than others	Does not provide physical and technological resources	15
Implementation Schedule	Provides an implementation schedule and the critical path to project success, including dependencies among tasks	Does not provide an implementation schedule	15
Project Review Processes	Provides a project review process and shows how the process will keep the project on track, including indicators of success	Does not provide a project review process	15

Intrapreneurship or Entrepreneurship	Provides an explanation of how intrapreneurship or entrepreneurship factor into plan implementation and includes a discussion of how to protect intangible assets	Does not provide explanation of how intrapreneurship or entrepreneurship factor into plan implementation and does not include a discussion of how to protect intangible assets	15
Articulation of Response	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
		Total	**100%**