Southern New Hampshire University

IT 510 Milestone One Guidelines and Rubric

You will submit a **Business Case Proposal**, which is a summary of your selected business case for the course project. The business case proposal will be submitted as a Word document and in paragraph form. This business case proposal provides your instructor insight into the project you are selecting and allows for instructor feedback and guidance in terms of the scope of the business case for the purpose of this course.

The first milestone of the course project is an introduction.

Specifically the following critical elements must be addressed:

I.   **Introduction**: Provide an overview of your selected case. Be sure to provide appropriate citations and reference to the case study you have selected.
    a) **Background:** Establish a context for understanding your systems proposal. Specifically, explain any essential paradigms, processes, and activities of the existing information technology systems.
    b) **Problem Statement:** What is the problem that needs to be solved? Why is it a problem? What are the impacts to the enterprise?
    c) **Audience:** Who are your audiences for this systems proposal? How will you effectively communicate the information of your proposal to these diverse groups?

Guidelines for Submission: Milestone One should follow these formatting guidelines: 2–3 pages, double-spacing, 12-point Times New Roman font, one-inch margins, and citations in APA.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (75%)	Not Evident (0%)	Value
Background	Meets "Proficient" criteria and uses industry-specific terminology to effectively communicate and establish expertise	Includes a context that addresses all essential paradigms, processes, and activities of the existing information technology systems with sufficient detail for understanding the systems proposal	Includes a context, but does not address all essential paradigms, processes, or activities of the existing IT systems or is not sufficiently detailed for understanding the systems proposal	Does not include a context for understanding the systems proposal	30
Problem Statement	Meets "Proficient" criteria and selects particularly insightful examples and supporting evidence	Clearly defines and defends the problem in need of resolution by illustrating the impacts to the enterprise	Defines a problem in need of resolution, but there are clarity issues, gaps in the defense, or inaccuracies in the illustration	Does not include a valid problem in need of resolution	30

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Audience	Meets "Proficient" criteria and selects strategies that demonstrate particular insight into the needs of the diverse audiences	Identifies plausible, distinct audiences for the proposal based on the case, and selects appropriate strategies for effectively communicating with each identified audience	Identifies distinct audiences for the proposal, but lacks plausibility for the case or does not select appropriate strategies for effectively communicating with each identified audience	Does not identify distinct audiences for the proposal	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	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
				Earned Total	**100%**