

### MBA 705 Milestone Five 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 Five**, you will submit the **assumptions and contingency planning**, in which you will clearly explain the assumptions you have made in creating your business implementation plan, any factors that may affect those assumptions or the success of the project, and how you have planned for those contingencies. At a minimum, you should discuss any cross-cultural, economic, and geopolitical factors that may impact the business environment and concept; how you will ensure that the project operates in a legally and ethically compliant environment, including relevant laws, regulations, or patents or permits that may need to be obtained; plans for incorporating stakeholder and customer diversity into planning and implementation of the concept; and the role corporate social responsibility will play in the implementation of your concept.

**Critical Elements:**

- Explain the **assumptions** you have made in creating your business implementation plan, including a discussion of any factors that may affect the assumptions or success of the project, and how you have planned for those contingencies.
- Discuss any **cross-cultural, economic, and geopolitical factors** that may impact the business environment and concept.
- Explain how you will ensure that the project operates in a **legally and ethically compliant environment**, including relevant laws, regulations, or patents or permits that may need to be obtained.
- Outline plans for incorporating **stakeholder and customer diversity** into planning and implementation of the concept.
- Discuss the role that **corporate social responsibility** will play in the implementation of your concept.

**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
<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>Assumptions</b>	Explains the assumptions behind the plan and includes a discussion of any factors that may affect the assumptions or success of the project and contingency planning	Does not explain the assumptions behind the plan and include discussion of any factors that may affect the assumptions or success of the project	12
<b>Cross-Cultural, Economic, and Geopolitical Factors</b>	Discusses cross-cultural, economic, and geopolitical factors that may impact the business environment and concept	Does not discuss cross-cultural, economic, and geopolitical factors that may impact the business environment and concept	12

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<b>Legally and Ethically Compliant Environment</b>	Explains how the project will operate in a legally and ethically compliant environment, including relevant laws, regulations, or patents or permits that may need to be obtained	Does not explain how the project will operate in a legally and ethically compliant environment, including relevant laws, regulations, or patents or permits that may need to be obtained	12
<b>Stakeholder and Customer Diversity</b>	Outlines plans for incorporating stakeholder and customer diversity into planning and implementation of the concept	Does not outline plans for incorporating stakeholder and customer diversity into planning and implementation of the concept	12
<b>Corporate Social Responsibility</b>	Discusses the role corporate social responsibility will play in the implementation of the concept	Does not discuss the role corporate social responsibility will play in the implementation of the concept	12
<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>