Southern New Hampshire University

## MBA 705 Milestone Six 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 Six**, you will submit an **audiovisual presentation** (such as a webcam presentation or PowerPoint with audio) designed to pitch your concept to potential financial backers or senior executives. Your presentation should highlight the key elements of your business concept and implementation plan that are most likely to convince your audience to support the idea moving forward. Remember that while your audience wants to know you have thoroughly researched and planned out your idea, including implementation, they do not want a verbatim or lengthy repetition of the information in the business implementation plan when you pitch the idea. Instead, you should strategically select the information you will present and in how much detail based on your intended audience. You should bear in mind the key information they will want to know and the types of concerns they are likely to have, and anticipate the types of questions they are likely to ask.

Also bear in mind that financial or managerial support for a project often has as much to do with the individuals leading the project as with the concept. Backers need to be convinced of project leaders' and key staff's ability to be the face and drivers of the idea, as well as of their honesty and integrity. Since you are presumably one of the key team members, how you present is just as important as what you present in building audience trust. Be sure to communicate clearly and professionally throughout.

Note: If you plan to use a presentation software other than PowerPoint, please check in with your instructor to make sure your instructor can access the software you plan to use.

**Critical Elements:**
- Highlight the **key elements** of your business concept and implementation plan that are most likely to convince your audience to support the idea.
- Strategically **select the information** you will present and the **level of detail** based on your intended audience.
- Anticipate the key information the **audience** will want to know, the types of concerns they are likely to have, and the types of questions they are likely to ask.
- Highlight the **project leaders' and key staff's** ability to be the face and drivers of the idea.
- Your **presentation** should be clear, professional, and engaging to a diverse business audience.

**Rubric**

**Guidelines for Submission:** Your audiovisual presentation should be approximately 30 minutes (or roughly the equivalent of 25 slides) with sufficient audio to give the audience a clear, but concise, understanding of the concept and its eventual implementation. Cite your sources within the text of your slides and on a reference slide.

| Critical Elements | Proficient (100%) | Not Proficient (0%) | Value |
|---|---|---|---|
| **Key Elements** | Includes the key elements of your business concept and implementation plan that are most likely to convince your audience to support the idea | Does not include the key elements of your business concept and implementation plan that are most likely to convince the audience to support the idea | 20 |
| **Strategic Selection of Information and Level of Detail** | Strategically selects the information and level of detail based on the intended audience | Does not strategically select the information and level of detail based on the intended audience | 20 |
| **Audience** | Presentation anticipates key information the audience will want to know, the types of concerns they are likely to have, and the types of questions they are likely to ask | Presentation does not anticipate key information the audience will want to know, the types of concerns they are likely to have, and the types of questions they are likely to ask | 15 |
| **Project Leaders and Key Staff** | Highlights the project leaders' and key staff's ability to be the face and drivers of the idea | Does not highlight the project leaders' and key staff's ability to be the face and drivers of the idea | 15 |
| **Presentation** | Presentation communicates in a clear, professional, and engaging manner | Presentation does not communicate in a clear, professional, and engaging manner | 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 | 15 |
| | | **Total** | **100%** |