

**MBA 520 Milestone Three Guidelines and Rubric**

By now you have the knowledge of how to evaluate the equity of the company, analyze the market economy’s behavior, and predict a company’s future behavior through forecasting. Based on this knowledge, you will identify and describe business opportunities that the company should pursue and explain the benefits/costs of these decisions.

**Prompt:** In this section, discuss the incremental impact of a hypothetical, but reasonable, simple new investment project, such as a new product or facility or a cost-cutting investment, as an initial step in thinking about the future. Be sure to address the following:

- A. Based on your knowledge of this organization, what is a **likely investment** it would consider and why? Be sure to describe the basic features of the investment as a foundation for considering its potential financial impact.
- B. Evaluate the approximate **costs and benefits** of the investment you identified, explaining how these would affect your spreadsheet projections and business decisions. Estimates are sufficient, but should be grounded in common sense and insight into the organization.
- C. How does the potential investment affect budgeting and related business decisions? For example, does the investment involve significant cash spending this coming year, followed by benefits in the following year? How might that affect short-term and long-term spending priorities? Does the benefit outweigh the cost?

**Guidelines for Submission:** Your Business Opportunities report should be approximately 8-10 pages long (excluding title page, spreadsheets and graphs, and references list). It should be double spaced, with 12-point Times New Roman font and one-inch margins, and should use the latest guidelines for APA formatting for references and citations. Please also include your name, course name, and submission date on the title page.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Business Opportunities: Likely Investment</b>	Meets “Proficient” criteria, and investment identified is particularly well-aligned with the needs, priorities, and goals of the organization	Identifies likely investment to consider and why, describing its basic features as a foundation for considering potential financial impact	Identifies likely investment to consider and why, describing its basic features as a foundation for considering potential financial impact, but response is cursory or contains inaccuracies or justification for why investment would be of interest to organization is weak	Does not identify likely investment to consider and why, describing its basic features as a foundation for considering potential financial impact	30

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<b>Business Opportunities: Costs and Benefits</b>	Meets “Proficient” criteria, and evaluation is based on realistic estimates and is especially well aligned with decision-making needs	Evaluates approximate costs and benefits of investment identified, explaining how these would affect spreadsheet projections and business decisions	Evaluates approximate costs and benefits of investment identified, explaining how these would affect spreadsheet projections and business decisions, but evaluation is cursory or contains gaps in accuracy or logic, or links to business decisions are weak	Does not evaluate approximate costs and benefits of investment identified, explaining how these would affect spreadsheet projections and business decisions	30
<b>Business Opportunities: Implications</b>	Meets “Proficient” criteria, and discussion of budgeting implications is particularly nuanced and well aligned with decision-making needs	Assesses implications of potential investment for budgeting and related business decisions	Assesses the implications of potential investment for budgeting and related business decisions, but evaluation is cursory or contains inaccuracies	Does not assess implications of potential investment for budgeting and related business decisions	30
<b>Articulation of Response</b>	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
<b>Earned Total</b>					<b>100%</b>