Southern New Hampshire University

MBA 550 Final Project Part I Guidelines and Rubric

Final Project Part I Overview

MBA 550 has two final projects: Final Project Part I, due in **Module Three**, and Final Project Part II, due in **Module Nine**. The course has a milestone assignment in each of the following modules: **Two, Four, Five, and Seven**. You will select a corporate or organizational leader who could be a personal role model. The professional self-assessment taken during the course will be the lens through which you will select this leader. You will research the leader's professional career track, management and leadership styles, team-building skills, organizational vision and culture, and problem-solving and conflict-management abilities. You will then compare aspects of your own leadership style to the leadership style of the person you selected.

The leadership and management of a business or organization must have a strong mission and vision and be able to communicate this information well. This successful communication process is vital because the mission and vision are the base of the organizational culture. Organizational culture, in turn, affects job performance, employee engagement, job satisfaction, and personal growth and development. Leadership and management skills are foundational for leading an organization and making managerial decisions. In Final Project Part I, you will review your leadership self-assessment and your chosen leader analysis by researching the leader and comparing your leadership abilities to those of the leader.

Final Project Part I is due in Module Three. For this assessment, you will select a leader in Module Two from the list provided (or you may select a leader not on the list with instructor consultation and approval). Your selection of a leader should be informed by the self-assessment you completed in Milestone One in Module Two. Ideally, the leader you select will be similar to you in many areas. After selecting a leader, you will analyze the results of your self-assessment and then focus on your chosen leader, analyzing his or her career track and explaining what impact his or her leadership skills had on the organization and how the leader's management style helped him or her accomplish goals.

Final Project Part I addresses the following course outcomes:

- Analyze results of professional self-assessment tools for informing personal appreciation of leadership skills and areas of professional development
- Differentiate between leadership skills and management roles and functions for improving organizational structure, operations, and communication

Final Project Part I Prompt

Your chosen leader analysis should answer the following prompt: Select a leader from the list below. Your selection should be informed by the professional self-assessment that you completed in Module Two. With instructor consultation and approval, you may select a leader who is not on the list provided. If you select a leader not on the list, you should either have personal experience working with the leader, or the leader should have experience in a publicly traded company. This knowledge is necessary for you to find the required information related to the leader.

List of suggested leaders:

- Tim Cook, Apple
- Bill Gates, Microsoft
- Steve Jobs, Apple
- Denise Morrison, Campbell's Soup
- Indra Nooyi, PepsiCo
- Jack Welch, GE
- Mark Zuckerberg, Facebook

After you select a leader, submit a short paper or presentation on your self-assessment and your analysis of your chosen leader. Analyze the results of your self-assessment and then focus on your chosen leader, analyzing his or her career track and explaining what impact his or her leadership skills had on the organization and how the leader's management style helped him or her accomplish goals. Refer to the Final Project Part I Rubric (below) for submission guidelines.

Specifically, the following **critical elements** must be addressed:

I. **Self-Assessment**
   A. With your focus on leadership, analyze the **results** of your professional self-assessment. In your analysis, make sure to consider your strengths, areas for development, and your skills, abilities, and tendencies. You could also consider results such as your communication and team-building styles.
   B. Briefly **compare and contrast** your self-assessment results to the leadership characteristics of the leader you selected. In other words, what skills and abilities does the leader have that you also have? What skills and abilities does the leader have that you do not?

II. **Leadership and Management**
   A. Analyze the leader's professional **career track** and growth, focusing specifically on the leader's management roles and functions. How are the leader's leadership skills and abilities different from the management roles and functions he or she fulfilled?
   B. What impact did the leader's **leadership** skills have on his or her ability to improve organizational structure, operations, and communication?
   C. What impact did the leader's **management** roles and functions have on his or her ability to improve organizational structure, operations, and communication?

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Final Project Part I Rubric

Guidelines for Submission: Your professional leadership profile may be submitted as a paper or a presentation. If you choose to submit a paper, it should adhere to the following formatting requirements: 8-10 pages, double-spaced, using 12-point Times New Roman font and one-inch margins. If you choose to submit a presentation, it should adhere to the following formatting requirements: 6-10 slides, with speaker notes or voice recording. Possible presentation tools include PowerPoint or Prezi. Whether you submit a paper or a presentation, you should have a minimum of five scholarly references. Use current APA-style guidelines for your citations and reference list.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Self-Assessment: Results	Meets "Proficient" criteria, and analysis demonstrates keen insight into self-assessment results	Comprehensively analyzes results of professional self-assessment, focusing on leadership strengths, areas for development, and skills, abilities, and tendencies	Analyzes results of professional self-assessment, but analysis is cursory or inaccurate or does not focus on leadership strengths, areas for development, and skills, abilities, and tendencies	Does not analyze results of professional self-assessment	20
Self-Assessment: Compare and Contrast	Meets "Proficient" criteria, and response expertly balances brevity with necessary detail	Briefly compares and contrasts self-assessment results to leadership characteristics of selected leader	Compares and contrasts self-assessment results to leadership characteristics of selected leader, but response is wordy or vague	Does not compare and contrast self-assessment results to leadership characteristics of selected leader	20
Leadership and Management: Career Track	Meets "Proficient" criteria, and analysis demonstrates nuanced understanding of difference between leadership skills and management roles and functions	Comprehensively analyzes leader's professional career track, focusing on management roles and functions and explaining how these roles and functions are different from leader's leadership skills	Analyzes leader's professional career track, but analysis is cursory, inaccurate, lacks focus on management roles and functions, or does not explain how these roles and functions are different from leader's leadership skills	Does not analyze leader's professional career track	20
Leadership and Management: Leadership	Meets "Proficient" criteria, and response demonstrates nuanced understanding of relationship between leadership skills and improvements to organizational structure, operations, and communications	Accurately assesses impact of leader's leadership skills on ability to improve organizational structure, operations, and communication	Assesses impact of leader's leadership skills on ability to improve organizational structure, operations, and communication, but with gaps in accuracy or detail	Does not assess impact of leader's leadership skills on ability to improve organizational structure, operations, and communication	15

Leadership and Management: Management	Meets "Proficient" criteria, and response demonstrates nuanced understanding of relationship between management roles and functions and improvements to organizational structure, operations, and communications	Accurately assesses impact of leader's management roles and functions on ability to improve organizational structure, operations, and communication	Assesses impact of leader's management roles and functions on ability to improve organizational structure, operations, and communication, but with gaps in accuracy or detail	Does not assess impact of leader's management roles and functions on ability to improve organizational structure, operations, and communication	15
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
				Total	**100%**