

## QSO 600 Final Project Guidelines and Rubric

### Overview

The final project for this course is the creation of an analysis of product introduction. The final product represents an authentic demonstration of competency because it will focus on how to account for a new product launch, how to mitigate risk, and how to manage employees and customers in regard to the new product launch. The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Three, Five, and Seven**. The final product will be submitted in **Module Nine**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Recommend strategies that incorporate lean manufacturing principles and mitigate process constraints for fulfilling required cycle and takt time limits
- Assess the labor and materials needs required to optimize production increase or new product introductions
- Develop strategies that mitigate risk associated with production increase or new product introduction and best secure production goals
- Develop strategies to manage cross-functional teams required to introduce new products or increase production volume
- Utilize a total quality management (TQM) approach for fulfilling customer expectations regarding existing products or introducing new products

### Prompt

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

- I. **Overview:** Provide a concise overview of the **company** you have selected. Frame your analysis by including pertinent information about the company's new product launch.
- II. **Production Needs:** In this part of the project, you will analyze your selected company's facility layout and propose how to best address production of the new product.
  - A. Estimate the process **cycle time** for the new product introduction and compare against estimated takt time.
  - B. Determine process **bottlenecks** that may adversely affect cycle time of the new product introduction.
  - C. Explain how principles of **lean management** could be applied to the introduction of the new product to account for adverse effects on cycle time.
  - D. Recommend an appropriate **strategy** aligned with principles of lean management that the company could implement to improve cycle time of the new product introduction.
  - E. Assess the labor, equipment, and material **needs** of the company that would be required to support the new product introduction.
  - F. Propose a labor, equipment, and materials **plan** to support the new product introduction that could be implemented by the company.
  - G. Explain how your proposed labor, equipment, and materials plan will **support** the new product introduction.

- III. **Risk and Financial Impact:** In this part of the project, you will analyze your selected company and offer guidance as to how to address potential risk factors associated with the introduction of its new product and what the overall financial impact of the new product will be on the company.
- A. Identify **potential risks** to the company associated with the new product introduction.
  - B. Develop a **risk mitigation plan** to address the previously identified risks associated with the introduction of the new product.
  - C. Explain how your proposed risk mitigation plan will account for and **address** the previously identified risks.
- IV. **Management Strategies:** In this part of the project, you will analyze your selected company and offer guidance as to how to form and appropriately manage the launch of a new product as well as the team that will be involved with the launch of the new product.
- A. Describe the **key aspects and characteristics** of the team that you would build to support introduction of the new product.
  - B. Select the **stakeholder** from the company that you would include on a cross-functional team to support the introduction of the new product.
  - C. Explain how your proposed team is **cross-functional** and how that assists them in supporting the introduction of the new product.
  - D. Develop a **strategy** you would use to manage the cross-functional team tasked with supporting the introduction of the new product.
  - E. Explain how you could apply principles of total quality management (TQM) in **managing** the product introduction.
  - F. Describe how you could utilize the total quality management (TQM) approach for fulfilling **customer expectations** associated with the new product.
  - G. Explain how each **department** in the company would approach assessing customer expectations of the product.

## Milestones

### Milestone One: Overview

In **Module Three**, you will identify an organization and include the reasoning for your selection. **This milestone will be graded with the Milestone One Rubric.**

### Milestone Two: Production Needs

In **Module Five**, you will explore more details about facility layout needs and any special considerations that may be required. **This milestone will be graded with the Milestone Two Rubric.**

### Milestone Three: Risk and Financial Impact and Draft of Management Strategies

In **Module Seven**, you will further expand on plant considerations and how they apply to safety. **This milestone will be graded with the Milestone Three Rubric.**

### Final Submission: Analysis of Product Introduction

In **Module Nine**, you will submit your final project. It should be a complete, polished artifact containing **all** of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded with the Final Project Rubric.**

## Deliverables

Milestone	Deliverable	Module Due	Grading
One	Overview	Three	Graded separately; Milestone One Rubric
Two	Production Needs	Five	Graded separately; Milestone Two Rubric
Three	Risk and Financial Impact and Draft of Management Strategies	Seven	Graded separately; Milestone Three Rubric
	Final Submission: Analysis of Product Introduction	Nine	Graded separately; Final Project Rubric

## Final Project Rubric

**Guidelines for Submission:** Your analysis of product introduction must be 12 to 15 pages in length (plus a cover page and references) and written in APA format. Use double spacing, 12-point Times New Roman font, and one-inch margins. Include at least 10 references cited in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Overview: Company</b>	Meets “Proficient” criteria and demonstrates keen insight regarding important specifics of a new product launch	Provides concise overview of the company and its new product launch	Provides overview of the company and its new product launch, but description either lacks brevity or has gaps in the details	Does not provide an overview of the company and its new product launch	4.1
<b>Production Needs: Cycle Time</b> [QSO-600-01]	Meets “Proficient” criteria, and comparison of process cycle time and takt time demonstrates nuanced understanding of product introduction	Estimates the process cycle time for the new product introduction and compares against estimated takt time	Estimates the process cycle time for the new product introduction, but does not compare to estimated takt time or estimates are illogical	Does not estimate the process cycle time for the new product introduction	4.59
<b>Production Needs: Bottlenecks</b> [QSO-600-01]	Meets “Proficient” criteria and provides a comprehensive list of bottlenecks that may adversely affect cycle time	Determines process bottlenecks that may adversely affect cycle time of the new product introduction	Determines process bottlenecks that may adversely affect cycle time of the new product introduction, but determination is inappropriate or cursory	Does not determine process bottlenecks that may adversely affect cycle time of the new product introduction	4.59

<b>Production Needs: Lean Management</b> <b>[QSO-600-01]</b>	Meets “Proficient” criteria and explanation demonstrates a nuanced understanding of the relationship between principles of lean management and cycle time	Explains how principles of lean management could be applied to the introduction of the new product to account for adverse effects on cycle time	Explains how principles of lean management could be applied to the introduction of the new product, but explanation either lacks accountability for adverse effects on cycle time, is inaccurate, or is cursory	Does not explain how principles of lean management could be applied to the introduction of the new product to account for adverse effects on cycle time	4.59
<b>Production Needs: Strategy</b> <b>[QSO-600-01]</b>	Meets “Proficient” criteria, and recommendation demonstrates a nuanced understanding of how principles of lean management can be applied to cycle time	Recommends an appropriate strategy aligned with principles of lean management that could be implemented to improve cycle time of the new product	Recommends a strategy aligned with principles of lean management, but strategy is either inappropriate or overgeneralized	Does not recommend a strategy aligned with principles of lean management that could be implemented to improve cycle time of the new product	4.59
<b>Production Needs: Needs</b> <b>[QSO-600-02]</b>	Meets “Proficient” criteria, and assessment outlines in significant detail the labor, equipment, and material requirements that result in a highly efficient process	Assesses the company’s labor, material and equipment needs that would be required to support the new product	Assesses the company’s labor, material and equipment needs that would be required to support the new product, but assessment is inaccurate or overgeneralized	Does not assess the company’s labor, material, and equipment needs that would be required to support the new product	6.12
<b>Production Needs: Plan</b> <b>[QSO-600-02]</b>	Meets “Proficient” criteria, and the plan demonstrates insight into the labor, equipment, and materials required to support new production	Proposes a labor, equipment, and materials plan to support the new product introduction	Proposes a labor, equipment, and materials plan to support the new product introduction, but proposed plan is inappropriate or overgeneralized	Does not propose a labor, equipment, and materials plan to support the new product introduction	6.12
<b>Production Needs: Support</b> <b>[QSO-600-02]</b>	Meets “Proficient” criteria, and explanation demonstrates a nuanced understanding of how the labor, equipment, and materials plan supports the launch	Explains how the proposed labor, equipment, and materials plan will support the new product launch	Explains how the proposed labor, equipment, and materials plan will support the new product launch, but explanation is inappropriate or cursory	Does not explain how the proposed labor, equipment, and materials plan will support the new product launch	6.12
<b>Risk and Financial Impact: Potential Risks</b> <b>[QSO-600-03]</b>	Meets “Proficient” criteria, and response demonstrates insight into the potential risks associated with new product introduction	Identifies potential risks to the company associated with the new product introduction	Identifies potential risks to the company associated with the new product introduction, but risks are inaccurate or overgeneralized	Does not identify potential risks to the company associated with the new product introduction	6.12

<b>Risk and Financial Impact: Risk Mitigation Plan</b> [QSO-600-03]	Meets “Proficient” criteria, and the plan demonstrates insight into how mitigation plans can reduce risks to product production	Develops a risk mitigation plan to address identified risks associated with introduction of the new product	Develops a risk mitigation plan to address identified risks associated with introduction of the new product, but plan is inappropriate or overgeneralized	Does not develop a risk mitigation plan to address identified risks associated with introduction of the new product	6.12
<b>Risk and Financial Impact: Address</b> [QSO-600-03]	Meets “Proficient” criteria, and the plan demonstrates insight into how mitigation plans can reduce risks to product production	Explains how the proposed risk mitigation plan accounts for and addresses identified risk	Explains how the proposed risk mitigation plan accounts for and addresses identified risk, but explanation is inappropriate or cursory	Does not explain how the proposed risk mitigation plan accounts for and addresses identified risk	6.12
<b>Management Strategies: Key Aspects and Characteristics</b> [QSO-600-04]	Meets “Proficient” criteria, and description demonstrates a nuanced understanding of the key aspects and characteristics of a team that would support the introduction of a new product	Describes the key aspects and characteristics of the team that would be built to support the introduction of the new product	Describes the key aspects and characteristics of the team that would be built to support the introduction of the new product, but description of team is inaccurate or cursory	Does not describe the key aspects and characteristics of the team that would be built to support the introduction of the new product	4.59
<b>Management Strategies: Stakeholders</b> [QSO-600-04]	Meets “Proficient” criteria, and selection demonstrates a nuanced understanding of stakeholders within a company who would be best qualified to support the introduction of the new product	Selects the stakeholders from the company to be included on a cross-functional team to support the introduction of the new product	Selects the stakeholders from the company to be included on a cross-functional team, but selection is inappropriate or illogical	Does not select stakeholders from the company	4.59
<b>Management Strategies: Cross-functional</b> [QSO-600-04]	Meets “Proficient” criteria, and explanation demonstrates keen insight into how a cross-functional team interacts and supports the new product launch	Explains how the team is cross-functional and how this assists in supporting the introduction of the new product	Explains how the team is cross-functional, but not how this assists in supporting the introduction of the new product, or explanation is cursory	Does not explain how the team is cross-functional	4.59
<b>Management Strategies: Strategy</b> [QSO-600-04]	Meets “Proficient” criteria and strategy demonstrates a nuanced understanding of how to manage a cross-functional team	Develops a strategy to manage the cross-functional team supporting the introduction of the new product	Develops a strategy to manage the cross-functional team, but developed strategy is inappropriate or overgeneralized	Does not develop a strategy to manage the cross-functional team	4.59

<b>Management Strategies: Managing</b> [QSO-600-05]	Meets “Proficient” criteria, and explanation demonstrates insight into the relationship between principles of total quality management and product introduction	Explains how principles of total quality management could be applied in managing the product introduction	Explains how principles of total quality management could be applied in managing the product introduction, but explanation is inaccurate or cursory	Does not explain how principles of total quality management could be applied in managing the product introduction	6.12
<b>Management Strategies: Customer Expectations</b> [QSO-600-05]	Meets “Proficient” criteria, and description demonstrates insight into how the TQM approach helps fulfill customer requirements	Describes how the TQM approach could be utilized to fulfill customer expectations	Describes how the TQM approach could be utilized to fulfill customer expectations, but description is inaccurate or cursory	Does not describe how the TQM approach could be utilized to fulfill customer expectations	6.12
<b>Management Strategies: Department</b> [QSO-600-05]	Meets “Proficient” criteria, and explanation demonstrates insight into departmental characteristics and the assessment of customer expectations	Explains how each department approaches the assessment of customer expectations	Explains how each department approaches the assessment of customer expectations, but explanation is inappropriate or cursory	Does not explain how each department approaches the assessment of customer expectations	6.12
<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	4.1
<b>Total</b>					<b>100%</b>