

QSO 600 Milestone Three Guidelines and Rubric

Overview: The final project of this course will allow you to demonstrate your ability to analyze a company of your choice that is preparing to add a new product to its existing operation. You will be tasked with developing strategies to mitigate risk regarding the new product launch.

Prompt: For the final project in the course, you will be tasked with identifying the manufacturing requirements, product feasibility, production constraints, profitability, and overall risk associated with introduction of a new product. For this milestone, you will analyze your selected company and offer guidance on how to address potential risk factors associated with the introduction of its new product and how to address the overall financial impact the new product will have on the company. Additionally, you will create a draft of management strategies—an analysis of your selected company—including guidance on how to form and appropriately manage the launch of a new product as well as the team that will be involved in its launch.

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

- 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.

Rubric

Guidelines for Submission: Milestone Three must be 4 to 6 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 five references cited in APA format.

| Critical Elements | Proficient (100%) | Needs Improvement (80%) | Not Evident (0%) | Value |
|---|--|--|--|--------------|
| Risk and Financial Impact: Potential Risks | 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 | 5 |
| Risk and Financial Impact: Risk Mitigation Plan | 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 | 10 |
| Risk and Financial Impact: Address | 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 | 10 |
| Management Strategies: Key Aspects and Characteristics | 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 | 10 |
| Management Strategies: Stakeholders | 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 | 10 |
| Management Strategies: Cross-functional | 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 | 10 |
| Management Strategies: Strategy | 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 | 10 |

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| Management Strategies: Managing | 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 | 10 |
| Management Strategies: Customer Expectations | 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 | 10 |
| Management Strategies: Department | 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 | 10 |
| Articulation of Response | 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 | 5 |
| Total | | | | 100% |