

**MBA 690 Milestone Two Guidelines and Rubric**

In Milestone Two, you will submit a discussion of the operationalization of a business opportunity (Section II), specifically the business product, service, or other idea from your business plan in the Marketing and Strategy course.

**Prompt:** The first part of this milestone will examine how you intend to manage the daily aspect of your new business opportunity, including the **product/service design**, the **management information system**, and **information technology requirements**.

In the second part of this milestone, you will consider the means to manage product/service quality in a lean business environment using a quality control plan. Consider first the overall quality approach, such as TQM, ISO 9000, or Six Sigma, then state the specific technologies you intend to use, such as acceptance sampling, statistical process control, and capabilities analysis.

Develop a work breakdown structure for your business idea. Your work breakdown structure should include at least three tasks with at least three subtasks each. Provide a narrative justifying each task and subtask that is part of your work breakdown structure.

Identify key milestones, deliverables, and resource requirements associated with operationalizing your business idea based on your work breakdown structure. The key milestones, deliverables, and resource requirements should be supported with an explanation of how they will help the project meet scope-time-cost objectives. Assess potential obstacles and impediments to meeting scope-time-cost objectives of the project, supporting your assessment with rationale.

Determine appropriate risk mitigation strategies to address the obstacles, impediments, and risks you have identified.

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

- II. Operationalization: In this section, you will discuss the operationalization of a business opportunity, specifically the business product, service, or other idea from your business plan in the Marketing and Strategy course. Specifically, you should:
  - a) Project the **potential costs**, risks, and benefits of operationalizing your business idea. Your projections should be supported with rationale.
  - b) Develop a **work breakdown structure** for your business idea. Your work breakdown structure should include at least three tasks with at least three subtasks each.
  - c) Provide a **narrative** justifying each task and subtask that is part of your work breakdown structure.
  - d) Identify **key milestones**, deliverables, and resource requirements associated with operationalizing your business idea based on your breakdown structure. The key milestones, deliverables, and resource requirements should be supported with an explanation of how they will help the project meet scope-time-cost objectives.
  - e) Assess **potential obstacles** and impediments to meeting scope-time-cost objectives of the project, supporting your assessment with rationale.
  - f) Determine appropriate **risk mitigation** strategies to address the obstacles, impediments, and risks you have identified.

**Rubric**

**Guidelines for Submission:** Your paper should adhere to the following formatting requirements: It is submitted as an APA-style Microsoft Word (or open source) document, 8 to 10 pages (not including title and reference pages), double-spaced, using 12-point Times New Roman font and one-inch margins. There should be a minimum of two references cited in APA format.

<b>Critical Elements</b>	<b>Proficient (100%)</b>	<b>Needs Improvement (75%)</b>	<b>Not Evident (0%)</b>	<b>Value</b>
<b>Potential Costs</b>	Logically projects potential costs, risks, and benefits of operationalizing business idea, supporting projections with rationale	Projects potential costs, risks, and benefits of operationalizing business idea, but with gaps in logic, detail, or support	Does not project potential costs, risks, and benefits of operationalizing business idea	15
<b>Work Breakdown Structure</b>	Develops logical, comprehensive work breakdown structure with at least three tasks and at least three associated subtasks	Develops work breakdown structure with at least three tasks and at least three associated subtasks, but with gaps in logic, accuracy, or detail	Does not develop work breakdown structure with at least three tasks and at least three associated subtasks	15
<b>Narrative</b>	Provides a logical, comprehensive narrative, justifying each task and subtask in the work breakdown structure	Provides a narrative justifying each task and subtask in the work breakdown structure, but with gaps in logic, accuracy, or detail	Does not provide a narrative justifying each task and subtask in the work breakdown structure	15
<b>Key Milestones</b>	Accurately identifies key milestones, deliverables, and resource requirements associated with operationalizing business idea based on work breakdown structure and supported with explanation of how project will meet scope-time-cost objectives	Identifies key milestones, deliverables, and resource requirements associated with operationalizing business idea, but response is not based on work breakdown structure, is not supported with explanation of how project will meet scope-time-cost objectives, or has gaps in accuracy or detail	Does not identify key milestones, deliverables, and resource requirements associated with operationalizing business idea	15
<b>Potential Obstacles</b>	Comprehensively assesses potential obstacles and impediments to meeting scope-time-cost objectives of project, supporting response with rationale	Assesses potential obstacles and impediments to meeting scope-time-cost objectives of project, but with gaps in accuracy, detail, or support	Does not assess potential obstacles and impediments to meeting scope-time-cost objectives of project	15
<b>Risk Mitigation</b>	Determines appropriate risk mitigation strategies to address identified obstacles, impediments, and risks	Determines risk mitigation strategies, but not all strategies are appropriate for addressing identified obstacles, impediments, and risks	Does not determine risk mitigation strategies	15

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<b>Articulation of Response</b>	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>Total</b>				<b>100%</b>