MBA 705 Milestone Six Guidelines and Rubric

Overview: For the capstone assessment, you will create a **business implementation plan and audiovisual presentation** for the product, service, or idea you have been developing throughout your MBA coursework.

In **Milestone Six**, you will submit an **audiovisual presentation** (such as a webcam presentation or PowerPoint with audio) designed to pitch your concept to potential financial backers or senior executives. Your presentation should highlight the key elements of your business concept and implementation plan that are most likely to convince your audience to support the idea moving forward. Remember that while your audience wants to know you have thoroughly researched and planned out your idea, including implementation, they do not want a verbatim or lengthy repetition of the information in the business implementation plan when you pitch the idea. Instead, you should strategically select the information you will present and in how much detail based on your intended audience. You should bear in mind the key information they will want to know and the types of concerns they are likely to have, and anticipate the types of questions they are likely to ask.

Also bear in mind that financial or managerial support for a project often has as much to do with the individuals leading the project as with the concept. Backers need to be convinced of project leaders' and key staff's ability to be the face and drivers of the idea, as well as of their honesty and integrity. Since you are presumably one of the key team members, how you present is just as important as what you present in building audience trust. Be sure to communicate clearly and professionally throughout.

Note: If you plan to use a presentation software other than PowerPoint, please check in with your instructor to make sure your instructor can access the software you plan to use.

Critical Elements:
- Highlight the **key elements** of your business concept and implementation plan that are most likely to convince your audience to support the idea.
- Strategically **select the information** you will present and the **level of detail** based on your intended audience.
- Anticipate the key information the **audience** will want to know, the types of concerns they are likely to have, and the types of questions they are likely to ask.
- Highlight the **project leaders' and key staff's** ability to be the face and drivers of the idea.
- Your **presentation** should be clear, professional, and engaging to a diverse business audience.

Rubric

Guidelines for Submission: Your audiovisual presentation should be approximately 30 minutes (or roughly the equivalent of 25 slides) with sufficient audio to give the audience a clear, but concise, understanding of the concept and its eventual implementation. Cite your sources within the text of your slides and on a reference slide.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review these instructions.

Critical Elements	Proficient (100%)	Not Proficient (0%)	Value
Key Elements	Includes the key elements of your business concept and implementation plan that are most likely to convince your audience to support the idea	Does not include the key elements of your business concept and implementation plan that are most likely to convince the audience to support the idea	20
Strategic Selection of Information and Level of Detail	Strategically selects the information and level of detail based on the intended audience	Does not strategically select the information and level of detail based on the intended audience	20
Audience	Presentation anticipates key information the audience will want to know, the types of concerns they are likely to have, and the types of questions they are likely to ask	Presentation does not anticipate key information the audience will want to know, the types of concerns they are likely to have, and the types of questions they are likely to ask	15
Project Leaders and Key Staff	Highlights the project leaders' and key staff's ability to be the face and drivers of the idea	Does not highlight the project leaders' and key staff's ability to be the face and drivers of the idea	15
Presentation	Presentation communicates in a clear, professional, and engaging manner	Presentation does not communicate in a clear, professional, and engaging manner	15
Articulation of Response	Submission does not have critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	15
		Total	**100%**