



BUS 225 Project Three Guidelines and Rubric

Competencies

In this third part of a four-part project series, you will demonstrate your mastery of the following competencies:

- Utilize information from industry and scholarly sources to inform problem solving and decision making
- Analyze quantitative and qualitative data to solve problems and make decisions that impact organizations and their stakeholders
- Communicate professionally to diverse internal and external audiences

Scenario

Your presentation to the leadership team of your company was well received and approved. Now you must create a presentation for a wider audience—stakeholders from inside and outside the company—and include your decisions and recommendations. Remember that your presentation must convey professionalism, be visually appealing, and be informative.

Directions

Create a presentation of your research and data findings from Project Two, including your decision and rationale.

- 1. Construct a professional business presentation for internal and external stakeholders.**
 - A. Identify your key message to both internal and external stakeholders.
 - B. Illustrate your key points using visualizations.
 - C. Share your story with the audience using data.
- 2. Communicate your decision about diversification based on your analysis of the data and research.**
 - A. Use visualizations to tell the story of the (quantitative and qualitative) data.
 - B. Determine the likelihood of success based on the data and research collected.
 - C. Discuss the impact that moving to the new industry will have on the organization and its internal and external stakeholders.
- 3. Detail your recommendations for moving forward.**

- A. Summarize findings of the research performed.
- B. Include research conclusions and reasoning.
- C. Describe the rationale behind your recommendations.

What to Submit

To complete this project, you must submit a **Microsoft PowerPoint presentation** that is 10 to 15 slides, including speaker notes, a title slide, and a reference slide. Sources should be cited according to APA style.

Project Three Rubric

Criteria	Exceeds Expectations (100%)	Meets Expectations (85%)	Partially Meets Expectations (55%)	Does Not Meet Expectations (0%)	Value
Construct a Business Presentation: Identify Your Key Message	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Key message is clearly identified to both internal and external stakeholders	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include key message that does not address internal or external stakeholders	Does not attempt criterion	10
Construct a Business Presentation: Illustrate Your Key Points	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Key points are clearly illustrated with visualizations	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include key points that are incomplete or not visually depicted	Does not attempt criterion	10
Construct a Business Presentation: Tell Your Story	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Story is easily understood	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include story that is incoherent or not easily recognized	Does not attempt criterion	10

Criteria	Exceeds Expectations (100%)	Meets Expectations (85%)	Partially Meets Expectations (55%)	Does Not Meet Expectations (0%)	Value
Communicate Your Decision About Diversification: Use Visualizations to Tell the Story of the (Quantitative and Qualitative) Data	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Uses visualizations to tell the story of the (quantitative and qualitative) data	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include visualizations that do not tell the story or are not of both qualitative and quantitative data	Does not attempt criterion	10
Communicate Your Decision About Diversification: Determine the Likelihood of Success Based on the Data and Research Collected	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Determines the likelihood of success based on the data and research collected	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include determinations that are not based on data or research	Does not attempt criterion	10
Communicate Your Decision About Diversification: Discuss the Impact That Moving to the New Industry Has on the Organization and Its Internal and External Stakeholders	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Discusses the impact that moving to the new industry has on the organization and its internal and external stakeholders	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include missing components or cursory discussions	Does not attempt criterion	10
Detail Your Recommendations: Summarize Findings of the Research Performed	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Summarizes findings of the research performed	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include summary that is missing components or is incomplete	Does not attempt criterion	10
Detail Your Recommendations: Include Research Conclusions and Reasoning	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Includes research conclusions and reasoning	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include incomplete discussion of conclusions or reasoning	Does not attempt criterion	10

Criteria	Exceeds Expectations (100%)	Meets Expectations (85%)	Partially Meets Expectations (55%)	Does Not Meet Expectations (0%)	Value
Detail Your Recommendations: Describe the Rationale Behind Decision and Solutions	Exceeds expectations in an exceptionally clear, insightful, sophisticated, or creative manner	Describes the rationale behind decision and solutions	Shows progress toward meeting expectations, but with errors or omissions; areas for improvement may include descriptions of rationale that are missing key components or rationale that is incohesive	Does not attempt criterion	10
Clear Communication	Exceeds expectations with an intentional use of language that promotes a thorough understanding	Consistently and effectively communicates in an organized way to a specific audience	Shows progress toward meeting expectations, but communication is inconsistent or ineffective in a way that negatively impacts understanding	Shows no evidence of consistent, effective, or organized communication	5
Citations and Attributions	Uses citations for ideas requiring attribution, with few or no minor errors	Uses citations for ideas requiring attribution, with consistent minor errors	Uses citations for ideas requiring attribution, with major errors	Does not use citations for ideas requiring attribution	5
Total:					100%