



MBA 515 Milestone Four Guidelines and Rubric

You will submit the last portion of your draft business development plan for your company, covering the specific opportunity assessment along with the trends and discussion on sustainability. This plan will be based on the results of Milestones One and Two in that it will consider that past forces of market change and the current capabilities and limitations of the company. This plan will align the company's efforts to exploiting intrapreneurial opportunities as well as entrepreneurial opportunities, depending on the company's capabilities. The plan should reflect consideration of potential future impacts on these plans such as changes in the economy, market position, technology innovation, or sociopolitical factors.

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

- A. **Entrepreneurial Opportunities:** Develop a list of entrepreneurial opportunities outside the confines of the company you selected. Each opportunity in your list should have supporting rationale based on your market domain evaluation and PEST analysis.
- B. **Entrepreneurial Assessment:** Select one entrepreneurial opportunity from your list to assess. How viable is the opportunity? Your response should be supported with evidence from your market domain evaluation and PEST analysis.
- C. **Trends:** Evaluate key trends affecting the global business environment of your selected market domain. These could be geographic, political, or societal trends, or they could be trends specific to your market domain.
- D. **Impact on Opportunities:** Determine how these trends will impact the development of your selected intrapreneurial and entrepreneurial opportunities.
- E. **Impact on Sustainability:** Determine how these trends will affect the sustainability of your selected company. Which trends could be used to improve sustainable business operations?

Guidelines for Submission: Your paper must be submitted as an 8-10-page APA-style Word document with double spacing, not counting the cover page and reference page. It must be in 12-point Times New Roman font, with one-inch margins and at least three authoritative sources cited in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Entrepreneurial Opportunities	Meets "Proficient" criteria, and response demonstrates keen insight into relationship between entrepreneurial opportunities, market domain evaluation, and PEST analysis	Develops list of entrepreneurial opportunities with supporting rationale based on market domain evaluation and PEST analysis	Develops list of entrepreneurial opportunities, but rationale is missing or is not based on market domain evaluation and PEST analysis	Does not develop list of entrepreneurial opportunities	20
Entrepreneurial Assessment	Meets "Proficient" criteria, and response demonstrates keen insight into relationship between entrepreneurial opportunities, market domain evaluation, and PEST analysis	Accurately assesses viability of selected entrepreneurial opportunity, supporting response with evidence from market domain evaluation and PEST analysis	Assesses viability of selected entrepreneurial opportunity, but with gaps in accuracy, detail, or support	Does not assess viability of selected entrepreneurial opportunity	20

Trends	Meets “Proficient” criteria, and evaluation demonstrates nuanced understanding of trends in current global business environment	Comprehensively evaluates key trends affecting global business environment of selected market domain	Evaluates key trends affecting global business environment of selected market domain, but evaluation is cursory or inaccurate	Does not evaluate key trends affecting global business environment of selected market domain	20
Impact on Opportunities	Meets “Proficient” criteria, and response demonstrates keen insight into relationship between opportunities and trends in current global business environment	Accurately determines how trends will impact development of selected intrapreneurial and entrepreneurial opportunities	Determines how trends will impact development of selected intrapreneurial and entrepreneurial opportunities, but with gaps in accuracy or detail	Does not determine how trends will impact development of selected intrapreneurial and entrepreneurial opportunities	20
Impact on Sustainability	Meets “Proficient” criteria, and response demonstrates keen insight into relationship between sustainability and trends in current global business environment	Accurately determines how trends will affect sustainability of selected company and which trends could be used to improve sustainable business operations	Determines how trends will affect sustainability of selected company and which trends could be used to improve sustainable business operations, but with gaps in accuracy or detail	Does not determine how trends will affect sustainability of selected company and which trends could be used to improve sustainable business operations	15
Articulation of Response	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	5
Earned Total					100%