



OL 211 Final Project Milestone Two Guidelines and Rubric

Overview: For this milestone, review the case study [A.P. Moller-Maersk Group: Evaluating Strategic Talent Management Initiatives](#) through page 13 (up to HR-Customer Initiative at Maersk) and the job posting for a [Customer Service – CARE Business Partner](#). View the SHRM PowerPoint presentation and its note pages: [Unit 6: Training Methods, Experiential Learning and Technology](#).

Using the material on needs assessment and training strategies provided in this week's lesson and the case study, in a short paper you should:

- Illustrate the value of a training needs assessment in an organization in general, supporting your response.
- Describe the components of a needs assessment used to determine the training requirements of a Customer Service – CARE Business Partner at Maersk.
- Describe the importance of creating Specific, Measurable, Achievable, Realistic, and Time-oriented (SMART) objectives for a training plan.
- Explain the importance of developing learning activities for a Maersk Customer Service – CARE Business Partner training program.
- Describe how you would incorporate adult learning principles and methods of experiential learning from this course into the Maersk Customer Service – CARE Business Partner training program.

Guidelines for Submission: Your submission should be 2–3 pages in length and double-spaced using 12-point Times New Roman font. Be sure to list your references at the end of your paper. Submit journal assignment as a Word document.

Instructor Feedback: This activity uses an integrated rubric in Brightspace. Students can view instructor feedback in the Grade Center.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Training: Needs Assessment	Meets "Proficient" criteria and description is clear and detailed	Describes the components of a needs assessment used to determine the training requirements of the organization	Describes the components of a needs assessment used to determine the training requirements of the organization, but description is cursory or inaccurate	Does not describe the components of a needs assessment used to determine the training requirements of the organization	23
Training: Learning Activities	Meets "Proficient" criteria and exhibits keen insight into the needs of adult learners	Explains the importance of developing learning activities, and incorporates adult learning principles and methods of experiential learning	Explains the importance of developing learning activities, but does not incorporate adult learning principles and methods of experiential learning	Does not explain the importance of developing learning activities	23
Training: Training Needs Assessment	Meets "Proficient" criteria and uses scholarly research to contextualize claims	Illustrates the value of a training needs assessment in an organization, and supports response	Illustrates the value of a training needs assessment in an organization, but does not support response	Does not illustrate the value of a training needs assessment	23

Training: SMART	Meets “Proficient” criteria and description is clear and detailed	Describes the importance of creating SMART objectives for a training plan	Describes the importance of creating SMART objectives for a training plan, but description is cursory or inaccurate	Does not describe the importance of creating SMART objectives for a training plan	23
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	8
Earned Total					100%