



MBA 665 Final Project Milestone Three Guidelines and Rubric

Overview: The final project for this course is the creation of an **impact of governmental action on a business paper**. For Milestone Three you will submit the **Analysis** section of your final project, which is Section II of the critical elements. Your analysis should include answers to all the questions in the Analysis section on business environment, sustainability, internal resources, communication, company image, response, impact, and external resources.

Specifically, the following critical elements must be addressed:

- I. **Analysis:** After submitting your overview, your boss is having second thoughts about bringing Jack Harris and his firm, Crisis Consulting, on board. Before he makes his final decision he has asked you to provide him with a thorough analysis of the situation faced by your business. He asks you to prepare a memorandum to him (the CEO) analyzing the situation that your business faces as well as the resources that are available to it. Address the following:
 - A. **Business Environment:** Based on your analysis of the governmental action or political challenge, what will be the impact of the governmental action or political challenge on the business's financial situation and operations? Does the action represent an opportunity or a threat?
 - B. **Sustainability:** Based on your analysis of the governmental action or political challenge, how will the governmental action or political challenge impact the sustainability of the business?
 - C. **Internal Resources:** Evaluate the internal resources of the company, including the business project teams that are available to respond to the opportunity or threat. In other words, is the business adequately organized to address the opportunity or threat?
 - D. **Communication:** How has information about the situation been communicated to various stakeholders? For example, have any public hearings been held? Have the radio, newspapers, or social media been used?
 - E. **Company Image:** Assess how the situation has affected the company's public image. Has the impact been primarily positive or negative? If the impact has been primarily negative, what are the positive aspects in addition to the negative aspects? If the impact has been primarily positive, what are the negative aspects in addition to the positive aspects?
 - F. **Response:** What are the potential courses of action to respond to the situation in the current macroeconomic and business environment? In other words, what is the range of options for the business in this situation?
 - G. **Impact:** How will these courses of action impact the business? Make sure to consider both short- and long-term impacts, including operational, financial, and ethical implications.
 - H. **External Resources:** Evaluate the roles and functions of third parties or external resources in the situation. Consider questions such as these in your response: How will lobbyists be involved in the situation? Will there be public affairs professionals who will argue on behalf of the government or the business?

Guidelines for Submission: Your paper must be submitted as an 8-10 page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and sources cited in APA format.

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (70%)	Not Evident (0%)	Value
Analysis: Business Environment	Accurately determines impact of governmental action or political challenge on business finances and operations, based on analysis of action or challenge	Determines impact of governmental action or political challenge on business finances and operations, but response lacks detail or accuracy or is not based on analysis	Does not determine impact of governmental action or political challenge on business finances and operations	10
Analysis: Sustainability	Accurately determines impact of governmental action or political challenge on sustainability of business	Determines impact of governmental action or political challenge on sustainability of business, but response lacks detail or accuracy or is not based on analysis	Does not determine impact of governmental action or political challenge on sustainability of business	10
Analysis: Internal Resources	Comprehensively evaluates internal resources of company, including business project teams available to respond to opportunity or threat	Evaluates internal resources of company, including business project teams available to respond to opportunity or threat, but evaluation is cursory or inaccurate	Does not evaluate internal resources of company	10
Analysis: Communication	Accurately assesses how information about situation has been communicated to stakeholders	Assesses how information about situation has been communicated to stakeholders, but with gaps in accuracy or detail	Does not assess how information about situation has been communicated to stakeholders	10
Analysis: Company Image	Accurately assesses how situation has affected company's public image	Assesses how situation has affected company's public image, but with gaps in accuracy or detail	Does not assess how situation has affected company's public image	10
Analysis: Response	Determines appropriate potential courses of action for responding to situation in current macroeconomic and business environment	Determines potential courses of action for responding to situation in current macroeconomic and business environment, but not all courses of action are appropriate or response has gaps in accuracy or detail	Does not determine potential courses of action for responding to situation in current macroeconomic and business environment	15
Analysis: Impact	Accurately determines impact of courses of action on business, considering short- and long-term operational, financial, and ethical impacts	Determines impact of courses of action on business, considering short- and long-term operational, financial, and ethical impacts, but with gaps in accuracy or detail	Does not determine impact of courses of action on business	15

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Analysis: External Resources	Comprehensively evaluates roles and functions of third parties or external resources in situation	Evaluates roles and functions of third parties or external resources in situation, but evaluation is cursory or inaccurate	Does not evaluate roles and functions of third parties or external resources in situation	10
Articulation of Response	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
Total				100%