



MBA 690 Module Four Short Paper Guidelines and Rubric

In Module Four, you will prepare a written plan and identify the means of production you intend to use for the new business opportunity.

Prompt: Building on the discussion in this module, consider the following:

- What tools/techniques were used in your design, such as quality function deployment, value stream mapping, and JIT? What technologies were used to support your design, such as concurrent engineering, computer-aided design, or value analysis?
- Describe how you incorporated the concepts of lean operations and lean services in your design.
- Identify the considerations needed for the sustainability of your production line and what specific efforts can minimize waste; consider end-of-life programs and the three R's (reduce, reuse, recycle). Consider the phases of product design in your paper.
- As it applies to your business opportunity, consider the legal, cultural, global, and human involvement needed in your design as outlined in Chapter 4.

Note: It is not intended that you include the actual design of the product/service, but this paper needs to describe how you intend to create this design considering the topics in Chapter 4 and incorporate lean operations into your design.

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

- Identify the **tools, techniques, and technologies** used in the design of your production plan.
- Explain how you will integrate **lean operations** and **lean services** in your production plan.
- Discuss your considerations for **sustainability** to eliminate waste in each phase of your production plan.
- Discuss the legal, cultural, global, and human **involvement** needed to implement your production plan.

Guidelines for Submission: This short paper should adhere to the following formatting requirements: It is submitted as a Word document, 1 to 2 pages (not including title and reference pages), double-spaced, using 12-point Times New Roman font and one-inch margins. All APA citations should reference the course text and at least two additional resources.

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%)	Needs Improvement (75%)	Not Evident (0%)	Value
Tools, Techniques, and Technologies	Identifies the tools, techniques, and technologies used in the design of production plan and includes a detailed explanation of choices	Identifies the tools, techniques, and technologies used in the design of production plan, but lacks detailed explanation of choices	Does not identify tools, techniques, and technologies used in the design of production plan	22



Lean Operations/Lean Services	Explains plan to integrate lean operations and lean services and provides rationale for selection	Explains plan to integrate lean operations and lean services, but lacks rationale for selection	Does not explain plan to integrate lean operations and lean services	22
Sustainability	Discusses considerations made for sustainability to eliminate waste and includes detailed explanation of decision	Discusses considerations made for sustainability to eliminate waste, but lacks detailed explanation of decision	Does not discuss considerations made for sustainability to eliminate waste	23
Involvement	Discuss the legal, cultural, global, and human involvement needed to implement plan with detailed consideration for each topic	Discuss the legal, cultural, global, and human involvement needed to implement plan, but lacks detailed consideration for each topic	Does not discuss the legal, cultural, global, and human involvement needed to implement plan	23
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%