

### MBA 515 Milestone One Guidelines and Rubric

Create an overview of your chosen market domain. This overview will be a survey of the domain holistically in order to describe the marketplace of your chosen market domain and the factors contributing to its development. For example, if you chose the transportation industry and focused on ground transportation, you would discuss the development of the rail or interstate highway systems, the concept of intermodal transportation, deregulation, environment laws, and so forth. You will describe the impact on the marketplace of these new developments and leadership’s response.

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

- A. **Factors:** Analyze the factors that contributed to the obsolescence or dissolution of notable companies in your selected market domain in the recent past. Make sure to discuss both inhibiting and enabling factors in your analysis.
- B. **Impact of Factors:** Assess the impact of the factors you analyzed on opportunities for change and innovation in the business environment of your selected market domain.

**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.

**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	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Identification of Factors</b>	Meets “Proficient” criteria, and analysis demonstrates keen insight into factors driving change or innovation in business environment	Accurately analyzes factors that contributed to obsolescence or dissolution of notable companies in selected market domain in recent past, discussing both inhibiting and enabling factors	Analyzes factors that contributed to obsolescence or dissolution of notable companies in selected market domain in recent past, but discussion does not include both inhibiting and enabling factors, or response has gaps in accuracy or detail	Does not analyze factors that contributed to obsolescence or dissolution of notable companies in selected market domain in recent past	40
<b>Impact of Factors</b>	Meets “Proficient” criteria, and assessment demonstrates keen insight into factors driving change or innovation in business environment	Comprehensively assesses impact of factors on opportunities for change and innovation in business environment of market domain	Assesses impact of factors on opportunities for change and innovation in business environment of market domain, but assessment is cursory or inaccurate	Does not assess impact of identified factors on opportunities for change and innovation in business environment of market domain	40

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<b>Articulation of Response</b>	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	20
<b>Earned Total</b>				<b>100%</b>	