Southern New Hampshire University

OL 324: Final Project Guidelines and Rubric

Overview

The final project for this course is the creation of an **organizational quality plan** in which you will focus on a quality issue experienced by a chosen company.

Prompt

The focus of the final project is to select a company that has endured quality issues and to develop an organizational quality plan. You may select a company that you currently work for or a prior employer. You may also select a well-known company that you are interested in. You are encouraged to select a company that has an ample amount of information available, whether that is through firsthand knowledge (an employer) or through research (a well-known company).

The project is divided into **two milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions.

Critical Elements

The following critical elements must be addressed in your completed paper:

1. **Company Background and History.** Provide a brief company history that includes the company's origins, founders, main products, and services, as well as the industries the company services.
2. **Description of Quality Issue.** Describe the quality issue and the impact the issue has had on the company.
3. **Quality Culture.** Describe the company's quality culture and explain whether the culture played a part in the quality issue.
4. **Voice of the Customer.** Explain the impact the quality issue has had on the company's customers and describe the customers' reactions to the quality issue.
5. **Change Management Plan.** Provide a detailed plan that includes the following elements to bring about change within the company and to overcome the quality issue.
   a. **Quality Theories.** Explain which quality theories you would follow to bring about change and explain why you chose those theories.
   b. **Quality Tools and Techniques.** Identify at least three quality tools and techniques that you would implement to improve the company's quality.
   c. **Implementing Change.** Explain the process and procedures you would take to implement these changes within the organization.
   d. **Resistance to Change.** Explain some of the potential challenges that may prevent implementation.
6. **Expected Outcomes.** Provide a summary of the expected outcomes and how these changes will impact the organizational quality culture.

Milestones

<u>Milestone One</u>: *Proposal*
In **task 2-2**, you will identify the company you have chosen to research and write about, including company history, your rationale, and the company's quality issue. This submission will be graded with the **Milestone One Rubric.**

<u>Milestone Two</u>: *Outline*
In **task 5-2**, you will submit a detailed outline of your final paper, including scholarly resources to be used. This submission will be graded **pass/fail** based on the **Milestone Two Guidelines and Checklist** document.

Final Project Rubric

Requirements of Submission: The final project submission should include a cover page, approximately six to eight pages of content, and a reference page. The paper must use double spacing, 12-point Times New Roman font, and one-inch margins. You must include a minimum of four scholarly sources, following APA guidelines for citations and references.

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 (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Company Background and History	Meets "Proficient" criteria and includes examples that illustrate all aspects of the company and the critical elements	Describes the company's background and history in sufficient detail	Describes the company's history but with gaps in background	Does not describe the company's background and credentials	9
Description of Quality Issue	Meets "Proficient" criteria and includes scholarly examples	Describes the company's quality issue in sufficient detail	Describes the company's quality issue but with gaps in the description	Does not describe the company's quality issue	9
Quality Culture	Meets "Proficient" criteria and includes examples that illustrate aspects of the critical elements	Describes the company's quality culture in sufficient detail	Describes the company's quality culture but with gaps in in the description	Does not describe the company's quality culture	9
Voice of the Customer	Meets "Proficient" criteria and includes specific examples of the voice of the customer	Describes the voice of the customer and the customers' reactions with sufficient detail	Describes the voice of the customer but with minimal detail on customers' reactions	Does not describe the voice of the customer or the reaction	7
Change Management Plan	Meets "Proficient" criteria and includes specific examples of the change management plan	Describes the change management plan with sufficient detail and actions	Describes the change management plan with minimal detail and actions	Does not describe the change management plan	7
Quality Theories	Meets "Proficient" criteria and includes specific elements of the quality theories	Describes the quality theories that will be followed with sufficient detail	Describes the quality theories that will be followed with minimal detail	Does not describe or address the quality theories that will be followed	9

Criterion	Exemplary	Proficient	Needs Improvement	Not Evident	Points
Quality Tools and Techniques	Meets "Proficient" criteria and provides three or more quality tools and techniques with specific examples and impact	Provides three quality tools and techniques with sufficient detail about their impact	Provides fewer than three quality tools and techniques and/or with minimal detail about their impact	Does not identify any quality tools or techniques and how they can help the company	18
Implementing Change	Meets "Proficient" criteria and includes specific examples of change implementation	Describes how the company will implement change with sufficient detail	Describes how the company will implement change with minimal detail	Does not describe how the company will implement change	6
Resistance to Change	Meets "Proficient" criteria and includes specific examples of change resistance	Describes how the company may resist change with sufficient detail	Describes how the company may resist change with minimal detail	Does not describe how the company will resist change	6
Expected Outcomes	Meets "Proficient" criteria and includes specific examples of the expected outcomes	Describes the expected outcomes with sufficient detail	Describes the expected outcomes with minimal detail	Does not describe the expected outcomes	10
Research	Provides more than four sources of scholarly research with proper APA formatting	Provides three or four sources of scholarly research with proper APA formatting	Provides one or two sources of scholarly research with proper APA formatting	Provides no sources of scholarly research	5
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%**