



OL 215 Final Project One Milestone Two Guidelines and Rubric

For this assignment, due in Module Three, you will submit a one- to two-page document that will provide a profile of your chosen successful company. This milestone will serve as a rough draft and must cover the six critical elements described in Part II of Prompt I. You are expected to provide a minimum of two to three sentences for each of the six critical elements: mission and vision, strategic management plan, organizational culture, decision making, principle of ethics, and human resources. Instructor feedback should be applied to your Final Project One submission.

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

I. Profile of a **Successful Company**

- a. Explain how the company has communicated its **mission and vision** within the organization. In other words, explain how the company demonstrates the importance of the mission and vision to employees and other stakeholders.
- b. Identify the role that management played in helping this company execute its **strategic management plan**. Justify your response. You could consider including a specific example of a time when this management plan led the company to success.
- c. Describe how management has helped to positively influence the **organizational culture** within this company. You could consider using some specific examples, actions, or strategies that show how management has positively influenced organizational culture.
- d. Explain management's pivotal role in the **decision-making** process within this company. Be sure to include specific decisions made by management based on principles of ethics. You could discuss specific decision-making models used by the company that may have helped the company be successful.
- e. Evaluate how the use of the functions of management within this company has adhered to the **principles of ethics**. You could consider how using the functions of management while adhering to the principles of ethics may have impacted the employees of the company.
- f. Explain how this company strategically uses **human resources** to develop its personnel. You could consider how this use of human resources has enhanced the company's business processes.

Guidelines for Submission: Final Project One Milestone Two must be one to two pages in length with double spacing, 12-point Times New Roman font, one-inch margins, and citations in APA style.

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
Mission and Vision	Explains how the company has communicated its mission and vision within the organization	Explains how the company has communicated its mission and vision within the organization but details are either inaccurate or cursory	Does not explain how the company has communicated its mission and vision within the organization	15

Strategic Management Plan	Identifies how the company has successfully executed its strategic management plan, justifying response	Identifies how the company has successfully executed its strategic management plan but does not justify response or details are inaccurate or cursory	Does not identify how the company has successfully executed its strategic management plan	15
Organizational Culture	Describes how management has helped to positively influence the organizational culture within this company	Describes how management has helped to positively influence the organizational culture within this company but details are irrelevant or cursory	Does not describe how management has helped to positively influence the organizational culture within this company	15
Decision Making	Explains the management's pivotal role in the decision-making process within this company, citing specific decisions made by management based on principles of ethics	Explains the management's pivotal role in the decision-making process within this company, citing decisions made by management based on principles of ethics but details lack relevance or are cursory or examples lack specificity	Does not explain the management's pivotal role in the decision-making process within this company or cite decisions made by management based on principles of ethics	15
Principles of Ethics	Evaluates how the use of the functions of management within the company has adhered to principles of ethics	Evaluates how the use of the functions of management within the company has adhered to principles of ethics but details are irrelevant or cursory	Does not evaluate how the use of the functions of management within the company has adhered to principles of ethics	15
Human Resources	Explains how this company strategically uses human resources to develop its personnel	Explains how this company strategically uses human resources to develop its personnel but details are inaccurate or cursory	Does not explain how this company strategically uses human resources to develop its personnel	15
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
Earned Total				100%