Southern New Hampshire University

IT 241: Milestone One Guidelines and Rubric

Overview: Describe the company that you will discuss in your final project. The company must be a real organization. It can be an organization other than a business, such as a nonprofit organization, a higher education institute, a government agency, or a hospital. In addition to the company name, include the following information:

- A summary of the organization's **main purpose**, including the industry, the products or services, the primary customers, the size (annual revenue/budget), and the outlook for the future
- A representation of the organization's **main functions** (executive, sales, marketing, manufacturing, and so on)
- The **number of employees** (full- and part-time) and the **extent of contractor use** (on- and off-site)
- The **number and location of sites** as related to function
- The **titles** of the people you plan to invite to the final presentation pitch

Guidelines for Submission: Your submission should be no longer than two pages and should use double spacing, 12-point Times New Roman font, and one-inch margins. Use at least two sources, and follow APA citation style.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Main Purpose	Provides a summary of the organization's main purpose	Main purpose summary is lacking in detail or is missing key components	Does not provide a summary	20
Main Functions	Provides a representation of the main functions	Representation of main functions is lacking in detail or is missing key components	Does not provide a representation of main functions	20
Number of Employees and Extent of Contractor Use	Indicates the number of employees and the extent of contractor use	Indicates the number of employees and the extent of contractor use, but there is a lack of detail, or key components are missing	Does not indicate the number of employees or the extent of contractor use	20
Number and Location of Sites	Provides the number and location of sites as related to function	Provides the number and location of sites as related to function, but there is a lack of detail, or key components are missing	Does not provide the number and location of sites as related to function	20
Titles	Provides the full titles of all the people who will be invited to the presentation	Provides titles of people who will be invited to the presentation, but there is a lack of detail, or key components are missing	Does not provide the titles of the people who will be invited to the presentation	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
			Earned Total	**100%**