

KAPCONSULTING PROJECT



The KapConsulting project offers students an experiential learning opportunity in management consulting. The object of this project is to culminate the six course outcomes through the process of analysis, synthesis, and evaluation of various business topics. Throughout the duration of this project, you will be part of a team of students that engage in experiential learning using applied research, leadership, critical thinking, problem solving, analysis, reasoning abilities, desktop publishing, professionalism, communication, and teamwork professional competencies. Such business

competencies are demonstrated through the execution of real world management consulting projects. If you choose to pursue the KapConsulting Project as your experiential learning journey to culminate the course outcomes through demonstration of expertise in each business discipline topic, you will work in a small team that meets regularly to solve real world problems or opportunities.

As part of this experiential learning journey, your team will work as a part of an organization named KapConsulting. All of the work your team develops over the next 10 weeks will be in the name of the KapConsulting organization. The following project manual will explain the requirements you are obligated to meet over the next 10 weeks. If you have any questions, work with your team to communicate them to your course instructor. Since this is a team project, you must work cohesively to communicate with the course instructor each week to ensure the success of the project, your team, and your own interests. Your team should designate a different team leader each week to alternate responsibility. The following manual will explain what you must do to earn grades for each course outcome. A chart outlines the deliverables due in each Dropbox each week for this team project.

The KapConsulting project requires a team of students to work together to develop, produce, and present deliverables related to the six course outcomes found in the Syllabus:

MT490-1: Evaluate information management, planning, and control in business environments.

MT490-2: Analyze organizational processes and procedures in a variety of business settings.

MT490-3: Synthesize appropriate principles, concepts, and frameworks for making ethical decisions.

MT490-4: Assess the roles that structure, management, and leadership play in organizational performance.

MT490-5: Evaluate how economics, government, and law affect value creation in the global context.

MT490-6: Evaluate career skills in the field of business and management.

PC-1.2: Contribute to team goals and objectives through active participation and collaboration.

PC-2.4: Develop an inspirational vision or mission.

MT490: KAPCONSULTING PROJECT .

As a student preparing to graduate with a bachelor's degree, you must demonstrate your expertise in each topic of each course outcome. You will demonstrate these abilities using the following deliverable schedule each week. Be sure to pay close attention to this schedule. Every team member will be required to submit the content and documentation as follows:

Project Deliverable Schedule

Gradebook Breakdown											
Unit #	1	2	3	4	5	6	7	8	9	10	Total
Introduction	25										25
Discussion	30		30		30		30		30		150
Assignment 1 (Professional Development Plan)	10	10	10	10	10	10	10	10	10	10	100
Assignment 2 (Evaluation)		20		20		20		20		20	100
Assignment 3 (Project: CLA Assessment)		95		95		95		95		95	475
Seminar	15	15	15	15	15	15	15	15	15	15	150
Total	80	140	55	140	55	140	55	140	55	140	1,000

DISCUSSION BOARD DELIVERABLES

Unit 1 Introduction: Each individual student is required to follow the instructions to fulfill the Unit 1 Discussion Board requirements. Be sure you are reading the correct project manual for the option you chose. If you are engaging in the KapConsulting project, you are reading the right manual. If you are engaging in the internship with your employer or another business, please download and read the other experiential learning manual provided by your instructor.

Unit 1 Discussion: Each individual student is required to follow the instructions to fulfill the Unit 1 Discussion Board requirements. Work with your team to determine the best research resources needed to develop the Course Outcome 4 deliverables in Unit 2.

Unit 3 Discussion: Each individual student is required to follow the instructions to fulfill the Unit 3 Discussion Board requirements. Work with your team to determine the best research resources needed to develop the Course Outcome 1 deliverables in Unit 4.

Unit 5 Discussion: Each individual student is required to follow the instructions to fulfill the Unit 5 Discussion Board requirements. Work with your team to determine the best research resources needed to develop the Course Outcome 2 deliverables in Unit 6.

Unit 7 Discussion: Each individual student is required to follow the instructions to fulfill the Unit 7 Discussion Board requirements. Work with your team to determine the best research resources needed to develop the Course Outcome 3 deliverables in Unit 8.

Unit 9 Discussion: Each individual student is required to follow the instructions to fulfill the Unit 9 Discussion Board requirements. Work with your team to determine the best research resources needed to develop the Course Outcome 5 deliverables in Unit 10.

ASSIGNMENT 1 DROPBOX WEEKLY DELIVERABLES

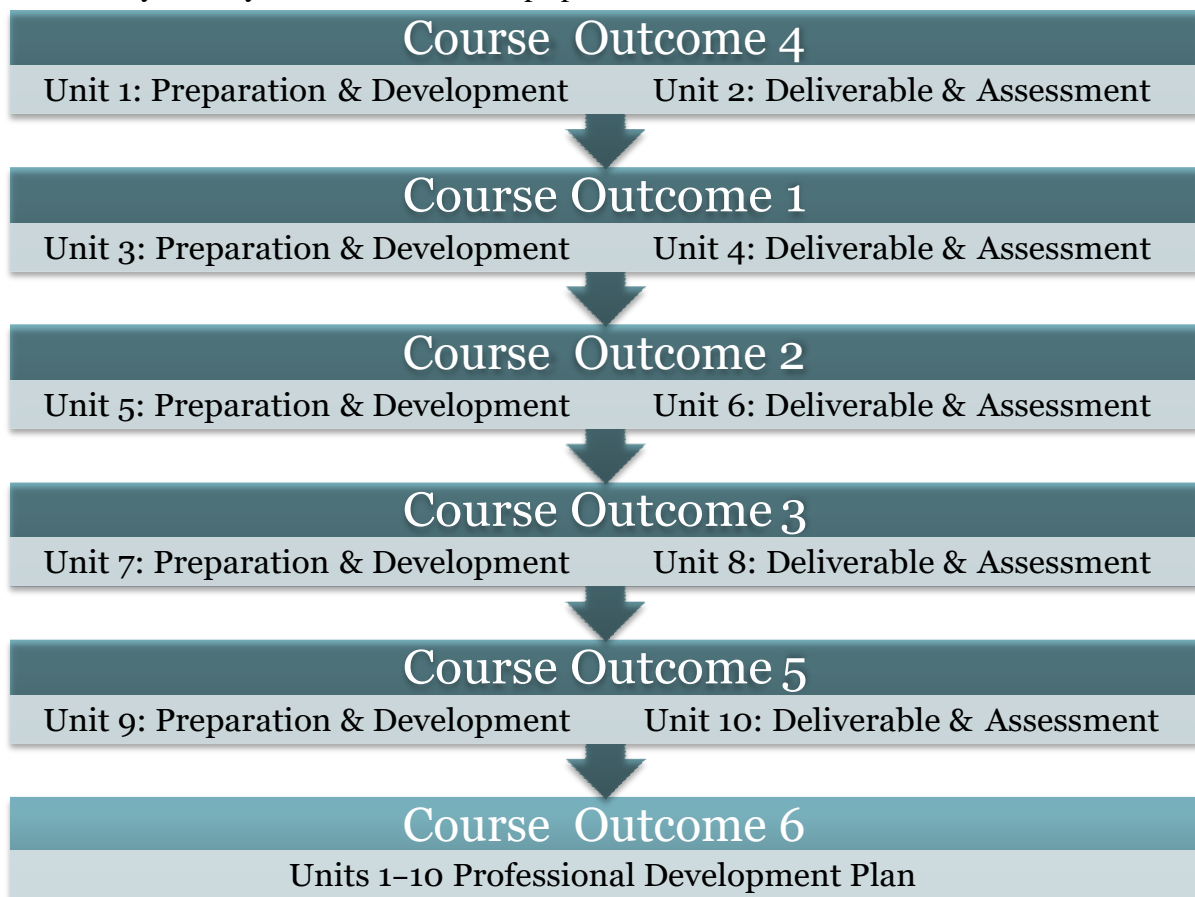
On a weekly basis, you will develop a professional development plan based on the topics in the course outcomes. You will engage in self-assessment activities to understand the current status of your professional competencies related to the course outcomes, and to plan for future growth and development in each critical area pertaining to the course outcome topics. Engage in the Assignment 1 requirements by reading and following through with the instructions on a weekly basis. Your work on this weekly professional development plan will culminate course outcome 6 in unit 10.

ASSIGNMENT 2 DROPBOX DELIVERABLES

Using the KapConsulting Project evaluation form, fill out each section for each team member (including your self-assessment) and submit the evaluation Dropbox in each unit for grading purposes. Your instructor will average the submissions for a final biweekly Assignment 2 grade. The evaluation form can be found in Doc Sharing in the course room.

ASSIGNMENT 3 DROPBOX DELIVERABLES

On a weekly basis, your team will develop specific deliverables to culminate the course outcomes.



Please follow the outline of Assignment 3 deliverables as prescribed below:

Unit 2 Assignment 3 Deliverable:

In Units 1 and 2, your team will develop and explain a strategic framework to establish your KapConsulting team in relation to course outcome 4 topics: **MT490-4:** Assess the roles that structure, management, and leadership play in organizational performance.

In this project, you will also be assessed on your ability to culminate the following leadership professional competency: **PC-2.4:** Develop an inspirational vision or mission.

KapConsulting is a student run consulting firm that engages in management consulting practices for small and medium sized public, private, and non-profit professional business and organizations. Your team will operate as a management consulting team to help these businesses and organizations solve problems, overcome challenges, or to capitalize on opportunities. Establish your team identity by executing this exercise. This exercise should prepare your management consulting team to carry forward and tackle four very important management consulting tasks between Units 3–10.

In this Assignment for Unit 1 and 2, your team will develop two deliverables due by the end of Unit 2, including a strategic framework document and a narrated PowerPoint presentation. To successfully complete this Assignment, your team should execute the following requirements:

- As a KapConsulting team, you will work to develop a strategy that establishes an identity for your team. Work amicably together to develop a strategic framework to present your team strategy and value proposition. Explain your team identity by negotiating the following ideas with your team members to ensure a vision, operating policy, procedures, philosophy, etc. is established:
 - Team Name: Remember, you are a management consulting team working for KapConsulting.
 - Team Vision: Explain the vision of your team and why.
 - Team Mission: Explain the mission of your team why.
 - Team Values: Explain the values of your team and why.
 - Team Value Proposition: Develop your team value proposition and explain it.
 - Team Structure: Design and explain the team structure your team will follow (hierarchical, flat, matrix, agile, etc.)
 - Team Philosophy: Explain the philosophy by which your team will operate. Apply ethical principles and consider overarching themes to establish a culture, including ideological theories (e.g., UBUNTU political movement, democracy, dictatorship, etc.), span of control and accountability, etc.
 - Explain leadership and management philosophy (including accountability and controls) based on your individual role in the team structure.
- Team Policies: Formulate policies your team will abide by throughout the next 10 weeks.
- Team Procedures: Establish standard operating procedures your team will need to follow.
- Create a future meeting schedule, an agenda, and take meeting minutes.
- Create a 5–8-slide narrated, professionally designed PowerPoint presentation assessing the roles that structure, management, and leadership will play in team performance.
- Your presentation should present your team's strategic framework.
- Each member of the team should contribute a minimum of 18 hours per week in Unit 1 and Unit 2 on this project.
- Each team member should submit the strategic framework and narrated PowerPoint presentation to the Dropbox for grading. You will be graded as follows:

Grading Rubric: Unit 2 Assignment 3			
Criteria:	Points Possible	Points Earned	Comments
<ul style="list-style-type: none"> • Well Done (86-95 pts.) • Acceptable (76-85 pts.) • Weaknesses (66-75 pts.) • Problematic (0–65 pts.) 			
Strategic Framework Document			
Strategic framework presents team strategy and value proposition.	5		
Team members effectively negotiate the terms of agreement throughout team strategy framework.	5		
Team name, vision, mission, and values.	5		
Team structure and design.	5		
Team philosophy.	5		
Team policies and procedures.	5		
Meeting schedule.	5		
Agenda.	5		
Meeting minutes.	5		
PowerPoint Presentation Quality			
Presentation consists of a 5–8-slide narrated, professionally designed PowerPoint presentation assessing the roles that structure, management, and leadership will play in team performance.	5		
Presentation presents your teams strategic framework.	5		
Presentation is delivered to inform, persuade, or to argue a point to your audience.	5		
Speaks with enthusiasm for the topic.	5		
Avoids utterances such as ah, um, so, you know, okay, well, etc.	5		
Speaks loudly enough to be heard; varying voice pitch and volume to ensure class interest and attention.	5		
Pronounces words correctly and enunciates clearly.	5		
Stops at the end of idea; does not hook sentences together.	5		
Experiential Learning and Grammar			
Presentation effectively connects theory with practice.	5		
No spelling or grammatical errors.	5		
Total	95		

*** **Note:** If you fail to participate with your team on the development of this deliverable, you will automatically fail this unit Assignment. If you fail to fully participate with your team on the development of this deliverable, you will automatically earn half credit for this Assignment. Research and APA style referencing is required in all of your work. Be sure to substantiate any thoughts, ideas, opinions, information, etc. with viable research resources from the Library.

Unit 4 Assignment 3 Deliverable:

In Unit 3 and 4, your team will develop a KapTalk oral presentation for course outcome 1. Your goal is to create a strategic framework and an oral presentation for your KapTalk based on course outcome 1: **MT490-1: Evaluate information management, planning, and control in business environments.**

In this Assignment, your team will have two deliverables due by the end of Unit 4, including a framework document and a narrated PowerPoint presentation. To successfully complete this Assignment, your team should execute the following requirements:

- Create a 10–15-slide PowerPoint presentation that is professionally designed and narrated by your entire team, addressing the relevant topics pertaining to course outcome 1: Information management, planning, and controls.
- Conduct research using a minimum of three research resources on best practices for developing public speaking presentations. Use a minimum of five research resources in the presentation on the topic related to information, planning, management, and controls. You may consider presentation formats that actuate, inform, persuade, or entertain your audience. Understanding your audience is a key element of any presentation design, and it is important that you fully address this topic by conducting research and formulating an understanding of your target audience.
- Create a framework for developing a public speaking presentation. The presentation framework is a production manual that includes an inclusive strategy for all team members to take part in the delivery of the presentation.
- The framework strategy should include an explanation of the topic your team chooses to address, purpose of the presentation, identification of target audience, evidence in the form of research to validate the relevance of the topic, a process map, procedures for each step in the process map, a team work schedule indicating responsibilities for each member, and technology to be used.
- Using inductive reasoning, provide evidence that explains the background and contemporary tactics used to develop each element of the framework strategy.
- Consider reviewing different resources to determine the best format for your presentation, such as Ted Talks®, keynote addresses, training lectures, informational lectures, infomercials, etc.
- **The ultimate decision on the topic related to outcome 1 and how it will be delivered in a KapTalk presentation rests with your team leadership.** Your team should identify a classical or contemporary topic related to information management, planning, and controls to build and deliver a presentation about for this deliverable. **Your instructor will approve/deny the topic, or may require improvements via feedback.**
- Each member of the team should contribute a minimum of 18 hours per week in Unit 3 and Unit 4 on this project.
- Each team member should submit the KapTalk presentation framework and oral presentation to the Dropbox for grading. You will be graded as follows:

Grading Rubric: Unit 4 Assignment 3			
Criteria:	Points Possible	Points Earned	Comments
<ul style="list-style-type: none"> • Well Done (86-95 pts.) • Acceptable (76-85 pts.) • Weaknesses (66-75 pts.) • Problematic (0–65 pts.) 			
KapTalk Presentation Framework			

Presentation framework is constructed in tutorial format with inductive reasoning used to explain background and tactics for each element of framework.	5		
Presentation framework provides step-by-step instructions on how to build a KapTalk presentation.	5		
Presentation framework is professionally formatted.	5		
Three research sources used to inform presentation framework.	5		
KapTalk Presentation Design			
KapTalk presentation topic is relevant to information management, planning, and controls.	5		
KapTalk presentation consists of 8–10 PowerPoint slides.	5		
PowerPoint presentation has title slide and is professionally designed.	5		
Images, graphs, matrices, diagrams, charts, etc. are used to depict information and have little verbiage other than use in headings and bullet points.	5		
PowerPoint presentation slides contain notes to explain presentation topics.	5		
Presentation Content Quality			
Clearly <u>evaluates</u> business topics, concepts and theories related to information management, planning, and controls.	5		
KapTalk presentation is delivered to inform, persuade, or to argue a point to your audience.	5		
KapTalk presentation provides reasoning on how audience can use the information.	5		
Oral Presentation Quality			
Speaks with enthusiasm for the topic.	5		
Avoids utterances such as ah, um, so, you know, okay, well, etc.	5		
Speaks loudly enough to be heard; varying voice pitch and volume to ensure class interest and attention.	5		
Pronounces words correctly and enunciates clearly.	5		
Stops at the end of idea; does not hook sentences together.	5		
Presentation Research and Grammar			
Presentation connects theory with practice using a minimum of five research resources.	5		
No spelling or grammatical errors.	5		

	Total	95		
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***** Note:** If you fail to participate with your team on the development of this deliverable, you will automatically fail this unit Assignment. If you fail to fully participate with your team on the development of this deliverable, you will automatically earn half credit for this Assignment. Research and APA style referencing is required in all of your work. Be sure to substantiate any thoughts, ideas, opinions, information, etc. with viable research resources from the Library.

Unit 6 Assignment 3 Deliverable:

In Unit 5 and 6, your team will develop a strategic framework document and a white paper based on course outcome 2: **MT490-2:** Analyze organizational processes and procedures in a variety of business settings.

In this Assignment, your team will have two deliverables due by the end of Unit 6, including a framework document and a professionally designed and written white paper. To successfully complete this Assignment, your team should execute the following requirements:

- Create a 10-page business white paper on the analysis of organizational processes and procedures, including a title page, reference pages, depictions (flow charts, matrices, graphs, images, etc.).
- **The ultimate decision on the topic related to outcome 2 and how it will be delivered in a professionally formatted business white paper rests with your team leadership.** Your team should identify a classical or contemporary topic related to processes and procedures to build and publish a white paper for this deliverable. **Your instructor will approve/deny the topic, or may require improvements via feedback.**
- Conduct research on best practices for developing business white papers. Use a minimum of three viable research resources that provide evidence to validate the relevance of the topic in the business white paper framework, and five viable research resources in the business white paper on business process and procedures.
- You may choose formats that inform, persuade, or to argue a point to your audience. Understanding your audience is a key element of any kind of publication, and it's important that you fully address this topic by conducting research and formulating an understanding of your target audience.
- Your strategy should include an explanation of the topic your team chooses to address, purpose of the publication, and identification of target audience. The framework strategy should include an explanation of the topic your team chooses to address, purpose of the presentation, identification of target audience, evidence in the form of research to validate the relevance of the topic, a process map, procedures for each step in the process map, a team work schedule indicating responsibilities for each member, and technology to be used.
- Using inductive reasoning and critical thinking provide evidence that explains the background and contemporary tactics used to develop each element of the framework strategy.
- Consider reviewing different resources to determine the best format for your business white paper. Inquire with your instructor for help in finding viable white paper examples.
- Develop the business white paper using expository writing style.
- Demonstrate the use of critical thinking, decision-making, problem solving, and team work skills in the business white paper.

- Each member of the team should contribute a minimum of 18 hours per week in Unit 5 and Unit 6 on this project.
- Each team member should submit the business white paper framework and document to the Unit 6 Dropbox for grading. Your team will be graded as follows:

Grading Rubric: Unit 6 Assignment 3			
Criteria	Points Possible	Points Earned	Comments
Business White Paper Framework			
Business white paper framework is constructed in tutorial format with inductive reasoning used to explain background and tactics for each element of framework.	5		
Framework provides step-by-step instructions on how to build a business white paper.	5		
Business white paper framework is professionally formatted.	5		
Three research sources used to inform business white paper framework.	5		
Business White Paper Design			
Business white paper topic is relevant to business process and procedures.	5		
Business white paper is 10 pages or more.	5		
Business white paper has title page, reference pages, and is professionally designed.	5		
Business white paper uses visuals to depict information.	5		
Business White Paper Content Quality			
Clearly introduces business topics, concepts, and theories related to business process.	5		
Clearly introduces business topics, concepts and theories related to business procedures.	5		
Business white paper is written to inform, persuade, or to argue a point to your audience.	5		
Business white paper provides reasoning on how audience can use the information.	5		
Business white paper uses a minimum of five viable research resources.	5		
Business white paper is written in expository writing style.	5		
Business white paper demonstrates analysis of business process.	5		

Business white paper demonstrates analysis of business procedure.	5		
Demonstrates the use of critical thinking, decision making, problem solving, and team work skills in the business white paper.	5		
Experiential Learning and Grammar			
Presentation effectively connects theory with practice.	5		
No spelling or grammatical errors.	5		
Total	95		

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Unit 8 Assignment 3 Deliverable:

In unit 7 and 8, your team will develop an Analysis document and a Press Release based on topics in course outcome 3: **MT490-3:** Synthesize appropriate principles, concepts, and frameworks for making ethical decisions.

In this assignment, your team will have three deliverables due by the end of Unit 8, including a thorough analysis, a press release, and a professionally designed and delivered narrated debate PowerPoint Presentation. In this assignment, one of your priorities will be to **formulate innovative solutions for identified initiatives**. To successfully complete this assignment, your team should execute the following requirements:

- Conduct research on various ethical principles, concepts, and frameworks to gain a classical and contemporary understanding for best practices used by business professionals in making ethical decisions.
- **Your instructor may present you with the ethical dilemma, will approve/deny the topic, or may require improvements via feedback. The ultimate decision on the topic related to outcome 3 and how it will be delivered in a professionally formatted analysis, debate, and press release rests with your team leadership.**
- Develop three deliverables to address an ethical business dilemma and to make a decision on how it should be solved from a leadership perspective.
 - **Deliverable 1:** Develop a 5-page analysis on the ethical business dilemma identified by the team.
 - Using research from a minimum of 5 viable research resources, synthesize and explain the ethical dilemma.
 - Fully examine the details of the ethical dilemma and explain the risks to the current and future state of the organization.
 - Consider all options to help the organization overcome the objections related to the ethical dilemma.

- Formulate innovative solutions to the ethical dilemma that your team will propose to the leadership of the organization.
 - Develop a strategy to mitigate the risk associated with the business dilemma.
 - Demonstrate critical thinking, ethical decision making, and problem solving in the analysis.
- **Deliverable 2:** Develop a 8-10 slide narrated PowerPoint presentation that demonstrates an intellectual debate on the key points of the ethical business dilemma as it pertains to the key ethical principles, concepts, and frameworks used to make the ethical decision to mitigate the risk to the organization.
 - The debate should be between a minimum of two factions of the team, negotiating and carrying out a debate and ultimately coming to a conclusion on how to handle the ethical dilemma.
 - Debate the principals, concepts, and frameworks identified in the research.
 - Decide if there can only be one winner in the debate. Make a conclusive statement with the team’s decision.
- **Deliverable 3:** Develop a two-page Press Release to propose to the company to help solve the ethical business dilemma.
 - You may choose formats that inform, persuade, or argue a point to your audience from an ethical perspective. Understanding your audience and targeting this press release to emotionally connect with your audience is a huge advantage. This is especially the case when it comes to quality and effectiveness of a press release. The emotional message has fine boundaries. If you choose to deliver this press release as an emotional message, you must be sure not to cross those ethical boundaries or to be too forceful in the message. Finding a balance is integral to the success of an emotional message. It’s important to be able to interpret those boundaries, controlling that emotional message so that it’s received well by the audience. You may choose other forms of messages as well. Do research to find out more about the various message formats and themes to consider which you’ll apply in this press release.
 - Use inductive, abductive, or creative reasoning and critical thinking techniques to construct your press release.
 - Each member of the team should contribute a minimum of 18 hours per week in Unit 7 and Unit 8 on this project.

All team members must submit the two deliverables for Unit 8 Assignment 3 into their respective dropboxes in the course for grading. Your team will be graded as follows:

Grading Rubric: Unit 8 Assignment 3			
Criteria:	Points Possible	Points Earned	Comments
<ul style="list-style-type: none"> • Well Done (86-95 pts.) • Acceptable (76-85 pts.) • Weaknesses (66-75 pts.) • Problematic (0–65 pts.) 			
Ethical Dilemma Analysis			
A current business dilemma experienced by an organization is analyzed. Analysis report is professionally formatted.	5		
Analysis report explains the risks to the current and future state of the organization	5		

Analysis report presents formula for innovative solutions to the ethical dilemma that your team will propose to the leadership of the organization.	5		
Demonstrate critical thinking, ethical decision making, and problem solving in the analysis	5		
5-Research sources used to inform the Analysis	5		
Debate Presentation			
Debate on principles, concepts, and frameworks pertaining to ethical decision-making is carried out by a minimum of two factions within the team.	5		
Debate Presentation is 8-10 narrated slides	5		
Mitigation of risk associated with the ethical dilemma was a primary focus of the debate	5		
Negotiation is evident and conclusions on how to handle ethical dilemmas are skillfully drawn and presented	5		
Presentation Quality			
Clear discussions on theories related to Principals, Concepts, and Frameworks that influence ethical decision making are held	5		
Appropriate audience is addressed in the format of this presentation	5		
Negotiations are carried out to identify a winner and arrangements are made to solve the ethical dilemma	5		
Debate uses a minimum of 5 viable research resources as evidence of fact or fiction	5		
Press Release			
Chooses formats that inform, persuade, or argue a point to audience from an ethical perspective	5		
Press Release is created using emotional messaging tactics (or other format) to inform, persuade or argue the point	5		
Uses inductive, abductive, or creative reasoning and critical thinking techniques to construct the press release.	5		
2-Page Press Release is created	5		
Experiential Learning & Grammar			
Presentation effectively connects theory with practice	5		
No spelling or grammatical errors	5		
Total	95		

*** **Note:** if you fail to participate with your team on the development of this deliverable, you will automatically fail this unit assignment. If you fail to fully participate with your team on the development of this deliverable, you will automatically earn half credit for this assignment. Research and APA style referencing is required in all of your work. Be sure to substantiate any thoughts, ideas, opinions, information, etc.... with viable research resources from the Library.

Unit 10 Assignment 3 Deliverable:

In Units 9 and 10, your team will develop and present proposal to help a company decide expansion opportunities into the global marketplace based on topics in course outcome 5: **MT490-5:** Evaluate how economics, government, and law affect value creation in the global context.

The deliverables in this Assignment will vary based on the company, product, and market expansion. Team decisions will be made based on the best-case scenario for the company, shareholders, and stakeholders with regard to the economic, legal, and governmental factors that may affect value creation. The team will have a minimum of three deliverables due by the end of Unit 10, including a thorough feasibility study of a company and its plan to expand into the international marketplace, a proposal for expansion, and a professionally designed and delivered narrated PowerPoint presentation that provides reasoning to support the proposal. The team may consider development of various other deliverables depending upon results of the evaluation of economic, legal, and governmental forces affecting the international expansion. To successfully complete this Assignment, your team should execute the following requirements:

- Conduct research for a KapConsulting client that has a need to expand into the international marketplace to gain a classical and contemporary understanding for international business expansion best practices.
- Conduct research to understand how to conduct a feasibility study and the various components of an international business expansion proposal.
- **Your instructor may present you with the company (client) information with a need to expand into the international marketplace, will approve/deny the topic, or may require improvements via feedback. The ultimate decision on the topic related to outcome 5 and how it will be delivered in a professionally formatted feasibility study, proposal, and oral presentation of the proposal to the client rests with your team leadership.**
 - **Deliverable 1:** Conduct a feasibility study to understand the opportunities and risks associated with the economic, legal, and governmental forces that could impact value creation in an international expansion initiative for the KapConsulting client business idea.
 - Understand the company by studying the brand, business reports, and product mix.
 - Describe the type and quality of product(s) or service(s) considered in the expansion.
 - Conduct a PESTLE analysis.
 - Conduct a competitive analysis. It's best to consider all forces and their impact on the feasibility of the initiative.
 - Explain how the politics (government), economics, and the legal environment might be positively or negatively influenced, either directly or indirectly by the social, technological, and environmental variables in the PESTLE analysis.
 - Make important judgments about the expansion project.
 - Explain why/why not and how the expansion project can/can't be profitable.
 - Explain why/why not and how the expansion project can/can't be operationally feasible.
 - Note any outstanding research and analysis needed to advance the feasibility study
 - Use a minimum of five viable research resources to complete this study. It is anticipated that you will use many more than five research resources.
 - **Deliverable 2:** Create a professional proposal to client leadership on the results of the initial feasibility study.
 - Develop a 3-page business letter presenting the results of the feasibility study.
 - Use the research and findings from the feasibility study to creatively present facts and points of interest such as profitability, growth potential, operational efficiency possibilities, etc.
 - Make a convincing presentation to advance the research.
 - Use persuasive selling techniques to make an appeal for funding.
 - Provide any relevant legal forms or documentation needed as supplemental material.
 - **Deliverable 3:** Narrated PowerPoint presentation

- Create a 5–8-slide narrated, professionally designed PowerPoint presentation explaining the results of the feasibility and written proposal.
- Your presentation should present a call for action to the client leadership to try and strike a deal by the end of the presentation.
- Each member of the team should contribute a minimum of 18 hours per week in Unit 9 and Unit 10 on this project.
- All team members must submit the three deliverables for Unit 10 Assignment 3 into their respective Dropboxes in the course for grading. Your team will be graded as follows:

Grading Rubric: Unit 10 Assignment 3			
Criteria:	Points Possible	Points Earned	Comments
<ul style="list-style-type: none"> • Well Done (86-95 pts.) • Acceptable (76-85 pts.) • Weaknesses (66-75 pts.) • Problematic (0–65 pts.) 			
Feasibility Study			
Team demonstrates a clear understanding of client business idea.	5		
Understands the company by studying the brand, financial reports, and product mix.	5		
Describes the type and quality of product(s) or service(s) considered in the expansion.	5		
Conducts an effective PESTLE analysis.	5		
Conducts a competitive analysis.	5		
Explains how the politics (government), economics, and the legal environment might be positively or negatively influenced, either directly or indirectly by the social, technological, and environmental variables in the PESTLE analysis.	5		
Makes important judgments about the expansion project. <ul style="list-style-type: none"> • Explains why/why not and how the expansion project can/can't be profitable. • Explains why/why not and how the expansion project can/can't be operationally feasible. 	5		
Notes any outstanding research and analysis needed to advance the feasibility study.	5		
Five research sources used to inform the analysis.	5		
Management Consultant Proposal			
Creates a professional proposal to client leadership on the results of the initial feasibility study.	5		
Develops a 3-page business letter presenting the results of the	5		

feasibility study.			
Uses the research and findings from the feasibility study to creatively present facts and points of interest such as profitability, growth potential, operational efficiency possibilities, etc.	5		
Makes a convincing presentation to advance the research.	5		
Uses persuasive selling techniques to make an appeal for funding.	5		
Provide any relevant legal forms or documentation needed as supplemental material.	5		
Oral Presentation			
Create a 5–8-slide narrated, professionally designed PowerPoint presentation explaining the results of the feasibility and written proposal.	5		
Presentation should present a call for action to the client leadership to try and strike a deal by the end of the presentation.	5		
Experiential Learning and Grammar			
Work effectively connects theory with practice.	5		
No spelling or grammatical errors.	5		
Total	95		

*** **Note:** if you fail to participate with your team on the development of this deliverable, you will automatically fail this unit Assignment. If you fail to fully participate with your team on the development of this deliverable, you will automatically earn half credit for this Assignment. Research and APA style referencing is required in all of your work. Be sure to substantiate any thoughts, ideas, opinions, information, etc. with viable research resources from the Library.