

OL 215 Final Project Two Milestone One Guidelines and Rubric

For this assignment, due in Module Six, you will submit a one- to two-page document that will provide a profile of your chosen struggling company (from the list below). This milestone will serve as a rough draft and must cover the critical elements below. You are expected to provide a minimum of two to three paragraphs for each of the three critical elements, which include: management planning, employee's perception and organizational culture, and communication. Be sure to focus on the company at the time of their struggle. Instructor feedback should be applied to your Final Project Two submission.

Toyota (specific to recalls over the last decade)

- Toyota.com
- [Looking Under the Hood at Toyota- What Went Wrong?](#)
- [What Really Happened to Toyota?](#)
- [Can Toyota Recover Its Reputation for Quality?](#)

WorldCom

- [Ex-WorldCom CEO Ebbers guilty](#)
- [WorldCom Accounting Scandal](#)

Enron

- [Enron Case Study](#)
- [Enron Scandal](#) (4:48)

Motorola

- [What Happened to Motorola](#)
- [10 Reasons Why Motorola Failed](#)

Eastman Kodak

- [Kodak Moments Just a Memory as Company Exits Bankruptcy](#)
- [Kodak CEO Talks Company's Future](#)
- [Eastman Kodak Files for Bankruptcy](#)

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

- I. **Profile of a Struggling Company**
 - a. Assess how the **management planning** practices interfere with or prohibit the organization’s ability to optimally function. You could consider using the fundamental principles of management in your explanation.
 - b. Describe how the **employees’ perception and organizational culture** have been impacted by management’s performance. You could consider the connections between management and its impact on culture.
 - c. Explain how **communication** has played a part in management’s inability to increase employee performance. You could consider the connections to specific communication barriers that exist within the organization.

Guidelines for Submission: Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Profile: Management Planning	Assesses how the management planning practices interfere with or prohibit the organization’s ability to optimally function	Assesses how the management planning practices interfere with or prohibit the organization’s ability to optimally function but details are inaccurate or cursory	Does not assess how the management planning practices interfere with or prohibit the organization’s ability to optimally function	30
Profile: Employees’ Perception and Culture	Describes how the employees’ perception and organizational culture have been impacted by management’s performance	Describes how the employees’ perception and organizational culture have been impacted by management’s performance but details are inaccurate or cursory	Does not describe how the employees’ perception and organizational culture have been impacted by management’s performance	30
Profile: Communication	Explains how communication has played a part in management’s inability to increase employee performance	Explains how communication has played a part in management’s inability to increase employee performance but details lack relevance or are cursory	Does not explain how communication has played a part in management’s inability to increase employee performance	30
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%