**MGMT 371 Management Briefing Guidelines**

**(100 points)**

You have been assigned into teams to provide a briefing on a topic related to contemporary managerial issues affecting MGMT, Inc. The topics identified were chosen based on recent discussions with their Chief Human Resource Officer (CHRO). Each team must conduct its own research on the topic and then provide a briefing of the important issues, challenges, and possible solutions.

Your solutions should not simply restate material covered in class. You need to go significantly beyond the class material to critically research the topic. The focus of your presentation is to provide the audience with information that is new, relevant, and useful. I need to receive your executive summary (or at least an outline) no later than 2:20PM EST on Wednesday, April 3rd (failure to do so will result in a reduction of 5 points). The grade breakdown is shown below:

50 Executive Summary

40 Presentation

10 Peer Evaluation

100

**I. Written Executive Summary (Draft Due Wednesday at 4/3 start of class; final version due 4/15 at start of class)**. Your team will submit an Executive Summary to be shared with business executives before your presentation. This must be a “stand alone” document and you cannot assume readers are familiar with your team, the class, etc. The Executive Summary must:

* Define the purpose/goal of the summary.
* Identify the specific issues covered.
* Provide specific and actionable recommendations.
* Have perfect grammar, spelling, formatting, etc.
* Provide citations in an appendix.

One Executive Summary is to be turned in from each group. Each group member will get the same grade based on the quality of the written report. Spelling, grammar, professional style, accuracy, and quality will all be judged in the determination of grades. The Executive Summary must be clearly written and organized. It must consider the nature of the problem and present solutions. It must provide specific actionable recommendations.

Each written proposal must have the following:

* **Cover page** (1 page; name of proposal, your group members, and date)
* **Executive summary** (4 pages total; should mainly use bullets. You will not have enough space, so you need to prioritize the most important information).
* **Appendix** (1 or more pages; cites reference material).

Grading Criteria:

* 10 points: Organization (logical, easy to follow, uses terms clearly and correctly, free of grammatical errors and typos, citations and appendix, etc.)
* 40 points: Content (clearly articulate problem and solutions, feasibility, assumptions, etc.)
* Five points will be deducted every day the Executive Summary is turned in late.
* Any indication of plagiarism, cheating, etc., will result in a zero and will be reported to the university.
* Times New Roman 12-point font, single sided, 1-inch margins.

**II. Presentation**. Your team will provide a 12-minute presentation to the class and “business leaders” from MGMT, Inc. We will also have 3 to 5 minutes of questions (this is NOT a part of the 12 minutes you are allotted for the presentation). Your team will first present your recommendations, followed by questions from MGMT, Inc. and the class. Obviously, you will not be able to cover everything within the time available, so you’ll need to focus on key recommendations. Everyone on your team must have a meaningful speaking role and contribute to answering the questions, and everyone on the team will get the same presentation grade. You also need to bring a hard copy of the presentation to give me on the day your team presents (and email an electronic version).

Grading Criteria:

* 5 points: Organization (strong start/end, smooth transitions, logical flow, consistency, etc.)
* 15 points: Content (clearly articulate problem and solutions, feasibility, etc.)
* 5 points: Appearance of materials (no typos, appropriate format, *everything* works)
* 10 points: Presentation Style (interesting & engaging, correct speech & grammar, appropriate clothing, stage presence, handles questions effectively, etc.)
* 5 points: Conforms to formatting and presentation guidelines (time limit, each person has meaningful speaking role, etc.)
* Five points will be deducted every day the hard copy is turned in late.
* Any indication of plagiarism, cheating, etc., will result in a zero and will be reported to the university.

**III. Peer Evaluation**. You will evaluate each of your team members on their engagement and performance for the project (this includes the presentation and Executive Summary). These ratings will be made by you for each team member. You also need to provide a written justification for each rating. The ratings will remain confidential, and no team member will see your ratings. I will average the ratings for each person within a team to ensure that no single person can inflict a “bad” grade. The guidelines are below.

Highly effective team member. Gave consistently high performance and effort. Was reliable. Easy to work with. Excellent team player. Organized and resourceful. Easy to contact and meet. Effective communicator.

Moderately effective team member. Gave somewhat inconsistent performance and effort. Was occasionally unreliable. Occasionally difficult to work with. Average team player. Occasionally unorganized. Sometimes difficult to contact or meet. Moderately effective communicator.

Ineffective team member. Inconsistent performance and effort. Frequently unreliable. Difficult to work with. Not a team player. Frequently unorganized. Difficult to contact or meet. Ineffective communicator.

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