



IT 201 Milestone One Guidelines and Rubric

Overview: Basic knowledge of computers is practically essential for productively engaging in twenty-first-century life. Working knowledge of computer platform technologies impacts everyone from help-desk personnel and field technicians to project managers and business executives. In order to make sound business decisions, one must have the ability to analyze business needs and compare available computer technology options for effectively meeting those needs.

Scenario: You have been hired as an IT consultant by an entrepreneur starting a small advertising company called MilleniAds. As a start-up, your client's company is relatively small and has a limited budget. There are only 10 employees, including a few creative directors, graphic designers, sales staff, a financial accountant, and an office administrator, with the entrepreneur as CEO. The current IT budget cannot exceed \$25,000 and ideally should come in as far under that number as possible. MilleniAds will produce customized sales flyers, brochures, and other branded items, such as letterhead and business cards, that apply a youthful, fresh perspective targeting millennial demographics. Therefore, the company needs the ability to store and manipulate digital images and to produce physical copies of their products for their clients. The CEO wants to keep track of inventory, sales, and expenses digitally, but she does not anticipate having very complex records for the first year. She projects having only a dozen or so accounts but hopes to scale up in the coming years. It would be ideal to have a simple and user-friendly system for sharing information and files between employees. Many of the employees are millennials themselves who have indicated that their current desktop PCs are limiting their capabilities and that they prefer using their phones and other mobile devices for their professional and personal responsibilities. Two of the ten employees will operate primarily outside of the office, soliciting business from regional firms, and they will need to access company information while on the road, in their home offices, and at customer sites.

Beyond the specific information given above, you have the ability to fill in the gaps with assumptions or additional details that will make your final project unique and meaningful to you. If you have any questions, reach out to your instructor for guidance.

Prompt: Given the scenario above, what are the best hardware, software, networking, and information security options for addressing your client's business needs?

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

- I. **Business Needs:** In this section, list and describe all of the business needs that you have been able to determine given the information in the provided scenario and your own choices for filling in the gaps. Be sure that you provide enough detail to fully support the rest of your report.

Note that you will not require feedback on this milestone to complete the next one. However, you will need to incorporate all instructor feedback that you have received into your final project.

Rubric

Guidelines for Submission: This part of the IT Consultation Report should be 1-2 pages, double spaced, with 12-point Times New Roman font and APA formatting.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Business Needs: Software	Meets “Proficient” criteria and fully qualifies the business needs to create a strong foundation for the report	Lists and describes all of the business software needs based on the scenario and choices for filling in the gaps, with enough detail to fully support the rest of the report	Lists and describes the business software needs, but there are gaps in necessary detail, or issues of accuracy or plausibility	Does not list and describe the business software needs	30
Business Needs: Hardware	Meets “Proficient” criteria and fully qualifies the business needs to create a strong foundation for the report	Lists and describes all of the business hardware needs based on the scenario and choices for filling in the gaps, with enough detail to fully support the rest of the report	Lists and describes the hardware business needs, but there are gaps in necessary detail, or issues of accuracy or plausibility	Does not list and describe the business hardware needs	30
Business Needs: Other	Meets “Proficient” criteria and fully qualifies the business needs to create a strong foundation for the report	Lists and describes all of the business needs other than hardware or software based on the scenario and choices for filling in the gaps, with enough detail to fully support the rest of the report	Lists and describes the business needs other than hardware or software , but there are gaps in necessary detail, or issues of accuracy or plausibility	Does not list and describe the business needs other than hardware or software	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	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
Total					100%