



MBA 590 – Strategic Leadership & Management Capstone

Starting Point – Assignment 0: Team Charter (0 points total)

By the end of **Week 1—Tuesday, March 14 at 11:59 PM US Central Time**, **each group (team assignment)** will be submitting your completed Team Charter. A Team Charter template is provided on Canvas. **This assignment will be submitted on Canvas.**

Assignment 1: Group Video Pitch Presentation Link (35 points total)

By the end of **Week 1—Tuesday, March 14 at 11:59 PM US Central Time**, **each group** (this is a team assignment) will be submitting a link to their video presentation pitching the idea/s in your Growth Plan. Each group will assume the role of a consulting firm and pitch (non-incremental) growth initiatives to the company's top management team. Here is a summary of useful tips for pitching an idea: <https://www.scienceofpeople.com/how-to-pitch-ideas/>

Format: For this video presentation, each group will create a video recording (no voice-over slides) to pitch their Growth Plan initiative/s to the company's top management team. There is freedom in terms of the format of the presentation. For example, you may choose a subset of team members to present your pitch, or all your team members can be part of the video recording. For planning purposes, the video presentation should be 7 minutes (max.)

Content: The expectation is that each group has made substantial progress in the research about their (chosen) company and can communicate key selling points of their proposed (non-incremental) growth initiative/s. Please keep in mind we are asking for recommendations to help address a growth gap of 4% (per year) in revenue for your (chosen) company.

Each group's presentation will be peer-reviewed by at least two students from different groups in the course. **This assignment will be submitted on Peerceptiv.**

Please watch [How to Upload Your Pitch Presentation Video to Mediaspace Tutorial \(link\)](#):

1. Record your video presentation as a group.
2. Upload your video presentation file to Illinois MediaSpace (<https://mediaspace.illinois.edu/>)
3. IMPORTANT: set the publishing status of your video to "Unlisted" in MediaSpace.
4. Obtain the link to your video presentation from MediaSpace.
5. Click the "Load ..." button at the bottom of this Canvas assignment to launch the assignment on Peerceptiv.
6. Submit the video link (not the video file) on Peerceptiv.



Assignment 2: Video Pitch Presentation Peer Review Ratings (20 points total)

By **Thursday, March 16, at 11:59 PM US Central Time**, **each student** (this is an **individual** assignment) must review at least **two** other video pitch presentations in Peerceptiv. You will be graded on the quality of the reviews you provide to other groups' presentations. **This assignment is submitted on Peerceptiv.**

Resource: How to review other groups' presentations in Peerceptiv.

[How to Review Peer Submissions: A Step-by-Step Guide – Peerceptiv Knowledge Base \(zendesk.com\)](#)

Resource: How to be a helpful reviewer: [Be a Helpful Reviewer – Peerceptiv Knowledge Base \(zendesk.com\)](#)

Assignment 3: Growth Plan (44 points total)

By the end of **Week 2—Tuesday, March 21, at 11:59 PM US Central Time**, **each group** (this is a team assignment) will be submitting the (complete) written report of your Growth Plan. Submit the finished document of your Growth Plan, addressing each part and questions from the Growth Plan Template. **This assignment is submitted on Canvas.**

Assignment 4: Teammate Evaluation (1 point total)

By the end of **Week 2—Tuesday, March 21, at 11:59 PM US Central Time**, **each student (individual assignment)** will be rating their teammates in their group using the teammate evaluation survey in Peerceptiv. As you have participated in a team-based project in this course, the purpose of the teammate evaluation is to assess the extent to which each team member engages and contributes to the team-based assignment. Submitting your team evaluation carries a one-point total in your Capstone grade. Everyone will receive a teammate evaluation rating, which is averaged from all the ratings from your team members on a scale of 1 to 5 on six evaluation categories (Professionalism, Work Ethic, Participation, Contribution, Preparedness, and Communication). Therefore, you will need to receive at least a rate of 2.5 points not to get penalized in your group assignments' final score. For more information about how the rating from teammate evaluation affects your group assignment's final score, please refer to the "Teammate Evaluation Information" page on Canvas, in Module 0. **This assignment is submitted in Peerceptiv.**