

In crafting your submissions for each part of the project, you are expected to draw on the knowledge and skills you have developed throughout your time ~~in the program. Because this is a "capstone" course, it is not built around teaching new material, but rather it is an opportunity for you to synthesize all that you have learned in all other courses in the program.~~ analyze and derive meaning from the complexity of the information, and apply your knowledge and insights through the lens of the CEO of your chosen company. You must demonstrate you have determined which data is most relevant to the present circumstances of your chosen organization AND that you have derived meaningful insights from the data.

Please review the grading rubrics carefully. You will see that the most heavily weighted components require you to come to new insights, present an argument for proposed changes and provide authoritative support for your arguments. As a CEO, you must be highly skilled at getting at the right information while avoiding excessive or irrelevant data or not articulating why the data is important and how they shape your choices and actions.

Your Instructor will review your submissions for Parts I, II and III of the project, and will challenge you, where needed, to dig deeper. It is your responsibility to incorporate that feedback into your presentation. Failure to do so will result in deductions in your final grade for Part IV.

### Formatting and Submission Requirements

#### 1. Parts I, II, and III

**There is no minimum or maximum length**, but you are reminded that, as the CEO, you must filter out the less critical data and concentrate on what really matters. That means you should strive for brevity favoring bulleted lists, clear headers and short paragraphs for your deliverables. Your responses are to be concise and logical, and your arguments are to be well-supported and documented with verifiable sources. Since the purpose of these assignments is to help you synthesize information and draw conclusions, do not just copy and paste information you have found. This will weaken the quality of your submission. Please format as follows:

- a. Clear Title (a separate title page is optional; but advised for longer submissions)
- b. Executive summary as the opening paragraph
- c. Use headings and subheadings to help the reader more easily understand how information relates to other parts of your submission
- d. Include reference page and addenda of supporting documentation (as needed)

#### 2. Part IV

- a. Produced using the Zoom video tool (incorporating instructor feedback); **maximum length is 5 minutes; IMPORTANT: Submit only the .mp4 format version**
- b. Presentation must include PowerPoint or other visual support tools; **Slide deck is not to exceed 15 slides**