Business Plan Assignment

Guidelines with Scoring Rubric

**Purpose**

The purpose of this assignment is to develop a business plan for a quality improvement project, program, or service related to an area of student interest within the selected healthcare organization.

**Due Date:** Sunday 11:59 p.m. MT at the end of **Week 7**

**Total Points Possible: 200**

# Requirements:

1. Address all components of the business plan as outlined in Preparing the Paper.
2. Use the Business Plan Worksheet at least weekly to collect information necessary for writing the plan. It can be downloaded from the assignment page. You will be required to submit this completed document with your assignment.
3. This paper will be graded on quality and completeness of information, accuracy of any required calculations, use of citations, use of standard English grammar, sentence structure, and organization based on the required components.
4. Create this assignment using Microsoft Word, which is the required format for all Chamberlain documents. You can tell that the document is saved as an MS Word document because it will end in *.docx*.
5. Use of Turn It In is used for this assignment and is part of the submission into the assignment portal.
6. Submit the final paper Sunday 11:59 p.m. MT. Any questions about this paper may be discussed in the weekly Q & A forum or reach out to faculty.
7. The length of the paper is to be no greater than seven pages excluding the appendices, title page, and reference page. Your business plan worksheet should be included in the appendices section.
8. APA format, using the most current edition, is required in this assignment, including a title page and a reference page. Use headings for the sections of the paper according to APA format. Remember that the introduction does not require a heading and no running heads are used. Times New Roman Font- 12-point and one-inch margins on all sides of page are required format. See the most current edition of the APA manual for details of formatting. You may also refer to Guidelines for Writing Professional Papers found in the Student Resources Center.
9. A complete paper will contain all components outlined under Preparing the Paper**.**

# Preparing the paper

A business plan is a detailed plan for a proposed program, project, or service.

The following outline should be used with level I and II headings as required. A template for the cover letter is provided below. Remember, there is no heading used for the introduction section.

1. Introduction/Overview
   1. Purpose of assignment
   2. PICOT
   3. Purpose of business plan
   4. What will be included
2. Business Plan Proposal
   1. Cover letter
   2. Executive Summary
3. Detailed Abstract
   1. Expanded description of project
      1. Issue/problem defined
      2. Supportive evidence for the project
      3. Expected outcomes and timeline
      4. Details of the project plan
      5. Market analysis
         1. SWOT
         2. Fit with organizational mission
         3. Fit with current service
   2. Marketing and financial plans
      1. Marketing plan strategies (2)
      2. Financial analysis
         1. Financial Plan (including budgetary needs)
         2. Financial impact on stakeholders
         3. Break-even and/or cost-benefit analysis results
4. Appendices (documents referred to in the plan)
   1. SWOT analysis
   2. Financials
      1. Budget
      2. Break-even analysis
      3. Cost-benefit analysis
   3. Graphs/charts
   4. Business Plan Worksheet
5. Conclusion
   1. Summary of what was covered in the assignment
   2. Strengths and weaknesses of the plan
   3. Approach for approval
6. Clearly introduce your business-plan assignment in the Introduction section. This should be no longer that one paragraph. Include the purpose of your assignment, PICOT as basis and purpose for the business plan; and what will be covered in the assignment.
7. Include a clearly articulated cover letter written in business letter format, active voice and exactly as it would be read by leadership. Include overview of issue, proposed solution, and action request. There should be no other content on this page except for the business letter. The template to use is as follows:

Cover Letter

Your name

Your address

Date

Name of receiver

Address of receiver

Dear Mr/Ms/Dr. name

In the business letter one paragraph would be an overview the issue, its impact, and solution. Give enough information so they know what you are doing. Do not need references in letter.

Another paragraph would engage the reader to take action such as leaving your phone number and letting the person know that if they have questions to please each out to you.

Or thanking them for reading and tell them you look forward to hearing from them.

Sincerely,

Your name

1. Present a captivating executive summary that is interesting and captures the interest of leadership and draws them in to read further. Content includes (1) a description of the proposed project, program, or service, (2) why it is being proposed, and (3) what outcomes are most likely to occur as a result.
2. Detailed Abstract expands the executive summary. Use detailed outline above to ensure adequate inclusion of all elements.
3. Appendices should include any financial tables, charts, or graphs, or other supporting documents referred to in the detailed abstract. The business plan worksheet should be included in the appendices.
4. Conclusion for the paper includes an overview of what was covered in the paper, strengths and weaknesses of the plan, and plan for seeking proposal approval.
5. **Note:** After submitting your assignment, please upload your completed executive summary into the Week 8 designated Discussion to share with your peers.

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| Category | Points | Description |
| Introduction | 20 | Purpose of assignment; purpose of business plan; PICOT clearly stated; what will be included in the paper |
| Proposal | 40 | Cover letter in business letter format engages reader with brief overview of issue and solution and engages reader to take action.  Executive summary describes project, its purpose, outcomes, marketing, and financial summary. |
| Detailed Abstract | 75 | Expand description of project purpose, issue/problem defined; supportive evidence for project; expected outcomes and timeline; marketing/needs analyses and plans; fit with mission of organization; fit with current services; financial plan including budgetary needs; financial impact on stakeholders; break-even analysis and cost/benefit analysis results |
| Appendices | 15 | Business plan worksheet; budget; break-even analysis; other charts, tables, referred to in plan |
| Conclusion | 25 | Concluding statements that include what was covered in the assignment; strengths and weaknesses of the plan; and strategies for seeking approval |
| Paper formatting requirements | 15 | Text, title page, headings, and references are consistent with APA format; heading labels consistent with paper requirements; Ideas and information from other sources are cited correctly; page length within seven-page limit |
| Writing conventions | 10 | Rules of grammar, word usage, spelling, and punctuation are followed |
| **Total** | **200** | **A quality assignment will meet or exceed all of the above requirements.** |

**Grading Rubric**

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| --- | --- | --- | --- | --- | --- |
| Assignment Criteria | Exceptional  Outstanding or highest level of performance  (100%) | Above Average  Very good or high level of performance  (88%) | Average  Minimum level of performance  (80%) | Below Average  Needs improvement  (50%) | Failing  Poor performance  (0%) |
| **Content**  **Possible Points = 200 Points** |  |  |  |  |  |
| **Introduction** | **20 Points** | **18 Points** | **16 Points** | **10 Points** | **0** |
| All components of introduction are clearly and specifically articulated.   1. Purpose of assignment 2. Purpose of business plan 3. PICOT clearly stated 4. What will be included in the paper | Three of four components of introduction are clearly and specifically articulated.   1. Purpose of assignment 2. Purpose of business plan 3. PICOT clearly stated 4. What will be included in the paper | Two of four components of introduction are clearly and specifically articulated.   1. Purpose of assignment 2. Purpose of business plan 3. PICOT clearly stated 4. What will be included in the paper | Only one component of introduction is clearly and specifically articulated.   1. Purpose of assignment 2. Purpose of business plan 3. PICOT clearly stated 4. What will be included in the paper | No component specifically addressed, or section is missing   1. Purpose of assignment 2. Purpose of business plan 3. PICOT clearly stated 4. What will be included in the paper |
| **Proposal**  **Cover Letter and Executive Summary** | **15 Points** | **13 Points** | **12 Points** | **8 Points** | **0 Points** |
| **Cover Letter:**  All components of cover letter are clearly and accurately presented.   1. Cover letter in business letter format 2. Brief overview of issue and solution 3. Engages reader to act | **Cover Letter:**  Two of three components of cover letter are clearly and accurately presented.   1. Cover letter in business letter format 2. Brief overview of issue and solution 3. Engages reader to act | **Cover Letter:**  One of three components of cover letter are clearly and accurately presented.   1. Cover letter in business letter format 2. Brief overview of issue and solution 3. Engages reader to act | **Cover Letter:**  All components of cover letter are generally presented   1. Cover letter in business letter format 2. Brief overview of issue and solution 3. Engages reader to act | **Cover Letter:**  No components of cover letter are present   1. Cover letter in business letter format 2. Brief overview of issue and solution 3. Engages reader to act |
| **25 Points** | **22 Points** | **20 Points** | **12 Points** | **0 Points** |
| **Executive Summary:**  All components of executive summary are clearly and accurately presented.   1. Executive summary engages reader’s interest in project. 2. Provides summary of project    1. purpose    2. outcomes    3. marketing and financial summaries. | **Executive Summary:**  Three of four components of executive summary are clearly and accurately presented.   1. Executive summary engages reader’s interest in project. 2. Provides summary of project    1. purpose    2. outcomes    3. marketing and financial summaries. | **Executive Summary:**  Two of four components of executive summary are clearly and accurately presented.   1. Executive summary engages reader’s interest in project. 2. Provides summary of project    1. purpose    2. outcomes    3. marketing and financial summaries. | **Executive Summary:**  Only one component of executive summary is clearly and accurately presented   1. Executive summary engages reader’s interest in project. 2. Provides summary of project    1. purpose    2. outcomes    3. marketing and financial summaries. | **Executive Summary:**  All components are generally addressed, or section is missing   1. Executive summary engages reader’s interest in project. 2. Provides summary of project    1. purpose    2. outcomes    3. marketing and financial summaries. |
| **Detailed Abstract**  **Full description of project proposal** | **75 Points** | **66 Points** | **60 Points** | **38 Points** | **0 Points** |
| All components are clearly and completely articulated.   1. Expand description of project purpose 2. Issue/problem defined 3. Supportive evidence for project 4. Expected outcomes from project and timeline 5. Marketing/needs analyses and plans included 6. Fit with mission of organization 7. Fit with current services 8. Financial plan including budgetary needs 9. Financial impact on stakeholders 10. Break-even and Cost/benefit analysis results | 8 to 9 components are clearly and completely articulated.   1. Expand description of project purpose 2. Issue/problem defined 3. Supportive evidence for project 4. Expected outcomes from project and timeline 5. Marketing/needs analyses and plans included 6. Fit with mission of organization 7. Fit with current services 8. Financial plan including budgetary needs 9. Financial impact on stakeholders 10. Break-even and Cost/benefit analysis results | 6 to 7 components are clearly and completely articulated.   1. Expand description of project purpose 2. Issue/problem defined 3. Supportive evidence for project 4. Expected outcomes from project and timeline 5. Marketing/needs analyses and plans included 6. Fit with mission of organization 7. Fit with current services 8. Financial plan including budgetary needs 9. Financial impact on stakeholders 10. Break-even and Cost/benefit analysis results | 5 or less components are clearly and completely articulated.   1. Expand description of project purpose 2. Issue/problem defined 3. Supportive evidence for project 4. Expected outcomes from project and timeline 5. Marketing/needs analyses and plans included 6. Fit with mission of organization 7. Fit with current services 8. Financial plan including budgetary needs 9. Financial impact on stakeholders 10. Break-even and Cost/benefit analysis results | All components are generally addressed, or section is missing   1. Expand description of project purpose 2. Issue/problem defined 3. Supportive evidence for project 4. Expected outcomes from project and timeline 5. Marketing/needs analyses and plans included 6. Fit with mission of organization 7. Fit with current services 8. Financial plan including budgetary needs 9. Financial impact on stakeholders 10. Break-even and Cost/benefit analysis results |
| **Appendices** | **15 Points** | **13 Points** | **12 Points** | **8 Points** | **0 Points** |
| All required supporting documents are included and accurately presented.  Required:   1. Business plan worksheet 2. Budget 3. Break-even analysis 4. Other charts, tables, referred to in plan | Three of four required supporting documents are included and accurately presented.   1. Business plan worksheet 2. Budget 3. Break-even analysis 4. Other charts, tables, referred to in plan | Two of four required supporting documents are present and accurately presented.   1. Business plan worksheet 2. Budget 3. Break-even analysis 4. Other charts, tables, referred to in plan | Only one of four required supporting documents is present and accurately presented.   1. Business plan worksheet 2. Budget 3. Break-even analysis 4. Other charts, tables, referred to in plan | No supporting documents are presented, or section is missing   1. Business plan worksheet 2. Budget 3. Break-even analysis   Other charts, tables, referred to in plan |
| **Conclusion** | **25 Points** | **22 Points** | **20 Points** | **12 Points** | **0 Points** |
| All required components for conclusion are clearly and accurately presented.   1. Concluding statements that include what was covered in the assignment 2. Two strengths and two weaknesses of the plan are described 3. Strategy for obtaining project approval | Two of three required components for conclusion are clearly and accurately presented.   1. Concluding statements that include what was covered in the assignment 2. Two strengths and two weaknesses of the plan are described 3. Strategy for obtaining project approval | One of three required components for conclusion are clearly and accurately presented.   1. Concluding statements that include what was covered in the assignment 2. Two strengths and two weaknesses of the plan are described 3. Strategy for obtaining project approval | All required components for conclusion are generally addressed.   1. Concluding statements that include what was covered in the assignment 2. Two strengths and two weaknesses of the plan are described 3. Strategy for obtaining project approval | No required components are addressed, or section is missing   1. Concluding statements that include what was covered in the assignment 2. Two strengths and two weaknesses of the plan are described   Strategy for obtaining project approval |
| Paper Format | **15 Points** | **13 Points** | **12 Points** | **8 Points** | **0 Points** |
| All formatting elements are present with two or less errors.  1. Text, title page, headings, and references  2. Headings label follow required outline  3. All ideas and information from other sources are cited correctly  4. Page length within seven-page limit | Formatting elements are mostly correct with three errors.  1. Text, title page, headings, and references  2. Headings label follow required outline  3. All ideas and information from other sources are cited correctly  4. Page length within seven-page limit | Formatting elements are mostly correct with four errors.  1. Text, title page, headings, and references  2. Headings label follow required outline  3. All ideas and information from other sources are cited correctly  4. Page length within seven-page limit | All formatting elements are present with five errors  1. Text, title page, headings, and references  2. Headings label follow required outline  3. All ideas and information from other sources are cited correctly  4. Page length within seven-page limit | All formatting elements are present with six or more errors  1. Text, title page, headings, and references  2. Headings label follow required outline  3. All ideas and information from other sources are cited correctly  4. Page length within seven-page limit |
| Writing Conventions | **10 Points** | **9 Points** | **8 Points** | **5 Points** | **0 points** |
| Rules of grammar, word usage, spelling, and punctuation are followed and contain two or fewer errors. | Rules of grammar, word usage, spelling, and punctuation are followed and contains three errors. | Rules of grammar, word usage, spelling, and punctuation are followed and contain four errors. | Rules of grammar, word usage, spelling, and punctuation are followed and contain five errors. | Rules of grammar, word usage, spelling, and punctuation are followed and contain six or more errors. |
| **Total Points** | | |  |  | **\_\_\_\_\_/200 points** |