

## MT460: Unit 2 Assignment

<b>Unit 2 Assignment Grading Rubric</b>			
<b>Assignment Criteria</b>	<b>Points Possible</b>	<b>Possible Earned</b>	<b>Comments</b>
Provided background information about chosen company to include the company name, industry sector in which the company operates, products, and target market.	3		
Critically evaluated the strategic decisions that led to the organization winning the Baldrige Performance Excellence award.	5		
Explained chosen company's business model and why it is important.	5		
Explained the organization's type of competitive advantage.	10		
Explained how chosen company develops a sustainable competitive advantage.	9		
Critically evaluated the vision, mission, and values of your chosen company.	5		
Critically evaluated the award-winning company's strategic objectives.	5		
Explained how chosen company's strategy is proactive and/or reactive.	5		
Explained strategic management hierarchy and how it is used by chosen company to achieve sustainable competitive advantage.	5		
Explained what makes chosen company's strategy a winner.	5		
Explained the future strategic direction of the organization by analyzing key decisions in the business case.	7		
Used creative desktop publishing skills to create the title page and layout of business report.	3		
Used a minimum of three peer-reviewed academic research resources (library resources, textbooks, books) to help substantiate strategic framework.	3		
<b>Compliance / Clarity / Organization (50%)</b> <i>You are expected to meet the following requirements with ease in a 400 level course. Penalties will be calculated as a percentage up to 50% of the grade and will apply if the following criteria are not met.</i>			
Identified an article highlighting a recent (no more than 3 years old) ethics scandal using the Purdue Global Library or other approved resources to evaluate according to instructions.	-		
Used headings to segment the topics in writing in order to create a flow of ideas for reader.	-		
Provided unique perspective using no more than one direct quote from research resources. Effectively synthesized research by paraphrasing.	-		

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Applied proper APA style referencing format.	-		
No spelling and grammatical mistakes.	-		
Appropriate language.	-		
Professional use of abbreviations and acronyms.	-		
<b>Late Penalty (-20%)</b>			
<b>Total</b>	<b>70</b>		

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