

## MT460: Unit 1 Discussion

| Unit 1 Discussion Grading Rubric   |                 |                 |          |
|--|-----------------|-----------------|----------|
| Assignment Criteria  | Points Possible | Possible Earned | Comments |
| Developed a thesis statement to conceptualize the purpose of strategy in business, explain why and how leaders and/or managers use it to gain competitive advantage.   | 3               |                 |          |
| Analyzed and explained the process for formulating business strategy.  | 3               |                 |          |
| Critically evaluated the purpose of the organizational vision, mission, purpose, philosophy, and goals of a business.  | 3               |                 |          |
| Analyzed and explained how the management strategy hierarchy leads to competitive advantage.   | 3               |                 |          |
| As a result of business strategy, explained the pro's and con's of cost and differentiation types of competitive advantage.  | 3               |                 |          |
| Use examples to relate theories, principles, and concepts to real world application of strategy in business and industry.  | 3               |                 |          |
| Used a minimum of three peer-reviewed, scholarly research resources to substantiate your critical thinking, and to provide viable reasoning for your perspectives.   | 3               |                 |          |
| Provided unique perspective using no more than one direct quote from research resources. Effectively synthesized research by paraphrasing.   | 2               |                 |          |
| Made two substantial response posts.   | 2               |                 |          |
| <b>Clarity / Organization (50%)</b><br><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> |                 |                 |          |
| Used 500 Words Minimum.  | -               |                 |          |
| Applied <a href="#">expository writing style</a> .   | -               |                 |          |
| Applied proper APA style referencing format.   | -               |                 |          |
| No spelling and grammatical mistakes.  | -               |                 |          |
| Appropriate language.  | -               |                 |          |

|   |           |  |  |
|---|-----------|--|--|
| Professional use of abbreviations and acronyms.   | -         |  |  |
| <b>Professionalism / Netiquette (100%)</b><br><i>You are required to be professional. A grade of zero will be issued if issues arise.</i> |           |  |  |
| Respect and consideration toward peers/instructors.   | -         |  |  |
| <b>Late Penalty (-20%)</b>  |           |  |  |
| <b>Total</b>  | <b>25</b> |  |  |