

## MT460: Unit 3 Learning Activity

### Unit 3 Learning Activity Grading Rubric

Assignment Criteria	Points Possible	Possible Earned	Comments
Identification and explanation of 1st strategic analysis tool used by managers and leaders to evaluate problems, opportunities, challenges internal and external to an organization.	5		
Identification and explanation of 2nd strategic analysis tool used by managers and leaders to evaluate problems, opportunities, challenges internal and external to an organization.	5		
Explained the pro's and con's of 1st strategic analysis tool.	5		
Explained the pro's and con's of 2nd strategic analysis tool.	5		
As a result of business strategy, explained the pro's and con's of cost and differentiation types of competitive advantage.	5		
Provided examples demonstrating how you can use both strategic analysis tools to problem solve, address challenges, make improvements, or to capitalize on opportunities from a Research and Development, Marketing, Finance, and Production perspective in Competitive Round 1 of the Capsim Core simulation in the future.	7		
Provided unique perspective using no more than one direct quote from research resources. Effectively synthesized research by paraphrasing.	9		
Used a minimum of three scholarly research resources to help substantiate your position.	9		
<b>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>			
Wrote a 2-3 page essay.	-		
Applied <a href="#">expository writing style</a> .	-		

Applied proper APA style referencing format.	-		
No spelling and grammatical mistakes.	-		
Used appropriate language related to the strategy theories, concepts and principles learned.	-		
Professional use of abbreviations and acronyms.	-		
<b>Late Penalty (-20%)</b>			
<b>Total</b>	<b>50</b>		