

MT460: Unit 7 Assignment

Unit 7 Assignment Grading Rubric (Deliverable 1: Strategic Framework)

Assignment Criteria	Points Possible	Possible Earned	Comments
Background Information			
Analysis 1: Sufficiently and accurately applied theoretical principles, processes, and procedures inherent to the analysis tool to draw conclusions used in the formulation of the strategic plan.	4		
Analysis 2: Sufficiently and accurately applied theoretical principles, processes, and procedures inherent to the analysis tool to draw conclusions used in the formulation of the strategic plan.	4		
Analysis 3: Sufficiently and accurately applied theoretical principles, processes, and procedures inherent to the analysis tool to draw conclusions used in the formulation of the strategic plan.	4		
Enterprise Level Strategic Framework:			
Vision Statement: Future-oriented, realistic and effectively conveys the value proposition for the Capsim Core simulation company.	3		
Mission Statement: Created a brief, functional mission statement that effectively inspires support and commitment by expressing exactly how and why the company creates value.	3		
Purpose Statement: Created a brief purpose statement that explains why your Capsim Core simulation company exists and what it does.	3		
Philosophy: Defined the ethical principles of your Capsim Core simulation company, including the morals, beliefs, and values systems that establish the organizational culture.	3		
Organizational Long-term Goals and Objectives: Used smart goals to define the long-term goals and objectives of your Capsim Core simulation company.	3		

Consumer Segments: Described the target markets of your company.	3		
Competitive Advantages: Explained the type of competitive advantages your company has over its competitors in the marketplace.	3		
Organizational Design: Illustrated and explained the organizational design of your company.	3		
Corporate Level Strategic Framework for chosen department, consisting of the following elements:			
Developed a minimum of three long-term SMART goals for chosen department of the Capsim Core simulation company.	3		
Developed 1, 3, 5 and 7 year objectives aimed at accomplishing corporate level long-term goals.	3		
Developed and explained strategic initiatives that will be implemented to accomplish the corporate level goals and objectives.	3		
Identified and explain key policies and procedures to control outcomes of the strategic initiatives.	3		
Evaluated the goals and objectives of the corporate level strategic framework to ensure they are aligned with enterprise level goals and objectives.	3		
Wrote a conclusion explaining the guiding principles of the strategic planning process for the management team using leadership and management abilities.	3		
Illustrated long-term goals and objectives infographic format.	3		
Clarity / Organization (50%) <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>			
Applied expository writing style . Wrote in third person to avoid bias.	-		
Applied proper APA style referencing format. Used headings and subheadings to create a flow of ideas and topics within your writing.	-		
No spelling and grammatical mistakes.	-		
Used appropriate language.	-		
Professional use of abbreviations and acronyms.	-		
Late Penalty (-20%)			

Total	60		
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Unit 7 Assignment Grading Rubric (Deliverable 2: Strategic Framework Presentation)			
Assignment Criteria	Points Possible	Possible Earned	Comments
Briefly presented the results of each analyses conducted to inform the strategic plan.	1		
Presented the enterprise level strategic framework to the management team with enthusiasm, explaining the importance of each component of the Enterprise level strategy that will enable growth over the seven year time period.	1		
Vision statement is presented effectively.	1		
Mission statement is presented effectively.	1		
Purpose statement is presented effectively.	1		
Philosophy is defined and presented effectively.	1		
Organizational long-term goals and objectives presented effectively.	1		
Consumer segments presented effectively.	1		
Competitive advantages defined and presented effectively.	1		
Organizational design presented effectively.	1		
Presented the corporate level strategic framework for chosen department to the management team.	1		
Developed and presented a minimum of three long-term SMART goals for chosen department of the Capsim Core simulation company.	1		
Developed and presented 1, 3, 5 and 7 year objectives aimed at accomplishing the corporate level long-term goals.	1		
Developed and explained strategic initiatives that will be implemented to accomplish the corporate level goals and objectives.	1		
Identified and explained key policies and procedures to control outcomes of the strategic initiatives.	1		

Presented a conclusion explaining the guiding principles of the strategic planning process for the management team. Each member of your Management team will be responsible to implement your strategic directives. Provide the guidance you believe they will need using leadership and management abilities.	1		
Illustrated and explained your long-term goals and objectives infographic format.	1		
Verbal Presentation			
Speaks loudly enough to be heard; varying voice pitch and volume to ensure class interest and attention.	1		
Pronounces words correctly and enunciates clearly. Speaks persuasively.	1		
Addresses Management Team as appropriate target audience	1		
Late Penalty (-20%)			
Total	20		