

MT460: Unit 10 Assignment

Unit 10 Assignment Grading Rubric			
Assignment Criteria	Points Possible	Possible Earned	Comments
Used creative desktop publishing abilities to design and develop a professional business report.	2		
Provided a brief synopsis of the company including the company name, industry sector, products, target market, and any other pertinent background information.	2		
Identified and explained at least <u>three</u> of the company's strategic priorities as indicated in business documentation. If none existed, created them by analyzing the business situation and using strategic management and leadership abilities.	6		
<ul style="list-style-type: none"> Wrote a broad statement of what is to be accomplished in relation to each identified strategic priority providing details. 	3		
<ul style="list-style-type: none"> Indicated how the accomplishment of each strategic initiative is monitored and measured. 	3		
<ul style="list-style-type: none"> Identified by job title, the people that are accountable for the success of the strategic priorities, that provide direction for the work that needs to be done, and who monitors progress and how progress is monitored. 	2		
Analyzed and explained the allocation of resources (financial, labor, capital assets, time, supplies, etc.) within the company based on strategic priorities. Conducted research on the company to learn more about the allocation of resources as necessary.	4		
<ul style="list-style-type: none"> Using the 5-W's and 1-H analysis technique, explained the proper allocation of resources that will help the company reach the identified strategic priorities. 	6		
<ul style="list-style-type: none"> Explained how successful resource allocation is measured to ensure progress is being made. Stated specific performance and time measurements to determine success. 	3		
<ul style="list-style-type: none"> Identified by job title, the people that are accountable for the success of the allocation of resources, that provide direction for the work that needs to be done, and who monitors progress and how progress is monitored. 	3		
Analyzed and explained the value chain activities of the company.	2		

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<ul style="list-style-type: none"> Identified and explained the best practices and process management tools that drive continuous improvement in the performance of value chain activities. 	2		
<ul style="list-style-type: none"> Explained how the company value chain activities help reach the identified strategic priorities. 	2		
<ul style="list-style-type: none"> Indicated how the achievements of value chain activities is monitored and measured. 	2		
<ul style="list-style-type: none"> Identified by job title, the people accountable for the success of the value chain activities that provide direction for the work that needs to be done, and who monitors progress and how progress is monitored. 	2		
<p>Analyzed information and operating systems that enable company personnel to carry out their strategic roles proficiently. Conducted research to identify and make recommendations on information and operating systems that may improve the company's execution of strategy.</p>	2		
<ul style="list-style-type: none"> Explained how your recommendations improve efficiencies to reach the identified strategic priorities. 	2		
<ul style="list-style-type: none"> Indicated how the effectiveness and efficiencies of information and operating systems are monitored and measured. 	2		
<ul style="list-style-type: none"> Identified by job title, the people accountable for the success of the information and operating systems, that provide direction for the work that needs to be done, and who monitors progress and how progress is monitored. 	2		
<p>Analyzed and explained the key features of the company's corporate culture.</p>	3		
<ul style="list-style-type: none"> Analyzed and explained the role of the company's core values and ethical standards in building its culture and why they are important to reaching the identified strategic priorities. 	2		
<ul style="list-style-type: none"> Analyzed and explained how the company's culture drives proficient strategy execution. 	3		
<ul style="list-style-type: none"> Identified and explained the use of incentives and rewards that encourage superior performance in reaching the identified strategic priorities. 	3		
<ul style="list-style-type: none"> Indicated how the effectiveness of the company culture is monitored and measured. 	2		
<ul style="list-style-type: none"> Identified by job title, the people accountable for the success of the company culture, that will provide direction for the work that needs to be done, and who monitors progress and how progress is monitored. 	2		

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Used a minimum of three academic research resources (including textbook) to substantiate your thoughts, ideas, opinions, etc.	3		
Compliance / 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>			
Chose a viable company 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.	-		
Applied proper APA style referencing format.	-		
No spelling and grammatical mistakes.	-		
Appropriate language.	-		
Professional use of abbreviations and acronyms.	-		
Late Penalty (-20%)			
Total	70		