

## MT460 Unit 1 Discussion

<b>Unit 1 Discussion Grading Rubric</b>			
<b>Assignment Criteria</b>	<b>Points Possible</b>	<b>Possible Earned</b>	<b>Comments</b>
Using Table 2.1 in the textbook critique the adequacy and merit of the vision statement for chosen company, listing effective elements and shortcomings.	2		
Provided viable examples of strategic and financial objectives from the investor relations website for chosen company.	2		
Listed four objectives for each company and indicated which of these are strategic and which are financial.	2		
Evaluated the company vision and mission statements.	2		
Explained what management has discussed concerning staffing, resource allocation, policies and procedures, information and operating systems, continuous improvement, rewards and incentives, corporate culture, and internal leadership at the company.	2		
Explained the core values of chosen company. Discussed if they realistic. Explains if the company lives up to its core values.	2		
Explained what sets chosen company apart from its competitors. Describes the type of competitive advantage chosen company has established.	2		
Explained what about the strategy of chosen company can lead to sustainable competitive advantage.	2		
Used a minimum of three peer-reviewed, academic research resources (including textbook) to substantiate critical thinking, and to provide viable reasoning for shared perspectives.	2		
Wrote in third person and applied proper APA style referencing format.	2		
<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>			
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.	-		
Used 500-word minimum.	-		
Applied proper APA style referencing format.	-		
No spelling and grammatical mistakes.	-		

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