

MT460: Unit 3 Assignment

Unit 3 Assignment Grading Rubric			
Assignment Criteria	Points Possible	Possible Earned	Comments
Provided a brief synopsis of the company to Include the company name, industry sector, products, target market, and any other pertinent information.	5		
Explained the factors in chosen company's broad macro-environment (PESTLE) that may have strategic significance on its competitive advantage in the marketplace.	10		
Conducted an analysis using Porter's 5 Forces framework to diagnose the competitive conditions in chosen company's industry.	10		
Conducted an analysis using one additional strategic analysis tool to determine whether an industry's outlook presents chosen company with sufficiently attractive opportunities for growth and profitability.	10		
Determined if chosen company's resources and capabilities give it a competitive edge over rivals.	5		
Assessed the company's strengths and weaknesses in light of market opportunities and external threats.	5		
Explained the company's value chain activities and how they affect the company's cost structure and customer value proposition.	5		
Evaluated the results of strategic analyses thoroughly.	5		
Explained chosen company's competitive situation and how this information can assist managers in making critical decisions about their next strategic moves.	5		
Used a minimum of three peer-reviewed research resources (including your textbook) to substantiate thoughts, opinions, ideas, etc.	5		
Verbal Presentation			
Speaks loudly enough to be heard; varying voice pitch and volume to ensure class interest and attention.	5		
Pronounces words correctly and enunciates clearly.	5		
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>			

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Properly addressed audience.	-		
Used leadership abilities to inspire audience through communication of required information.	-		
Slide presentation is professionally designed with theme	-		
Slides are labeled with appropriate headings	-		
Slide presentation is professionally designed with diagrams, images, charts, and bullet points. No long sentences or paragraphs.	-		
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	75		
