

MT460-4: Develop a strategic framework to increase the competitive advantage of a business.

If work submitted for this Competency Assessment does not meet the minimum submission requirements, it will be returned without being scored.

CRITERIA	MET	NOT YET MET
Choose one popular business unit (subsidiary) and make it your focus for this assignment. Identify the product and provide a thorough synopsis on the current state of the business unit in the international marketplace by conducting extensive research.		
[Identify the markets in which the business unit currently operates.]		
[Report on the financial health of the business unit by reviewing annual reports and quarterly financial statements.]		
[Analyze the vision, mission, and value statements of the company. Explain and critique each statement. Explain the pros and cons of each statement, and note any recommended improvements based on research.]		
Within your chosen business unit, identify a product line and conduct extensive research on the product line to become familiar with it.		
[Provide a brief synopsis of your chosen product line.]		
[Provide details, noting important factors like the brand, product features and benefits, and other important marketing factors. Be thorough.]		
[Conduct research on your chosen international market.]		
[Explain why you chose this market, and explain the strategic options the company has for entering this market.]		
[Explain why there is a need for your chosen product in your chosen international market.]		
[Use a minimum of two analysis tools to understand your chosen market and the opportunities that exist for your business unit and parent company.]		
[Explain the pros and cons of entering your chosen international market.]		
[Based on an analysis of your chosen business unit, would a multi-domestic strategy, a global strategy, or a transnational strategy be most appropriate if your company plans on expanding into this new market? Explain.]		
Generally forecast the necessary resources your business unit will need to enter your chosen market (finances, capital assets, labor, logistics, etc.).		

Develop SMART goals that will drive your business unit to successfully enter your chosen international market.		
Determine if there are strategic advantages to global sourcing, production, and logistics of the products in your chosen business unit in relation to your chosen strategy?		
[Is an alliance, joint venture, acquisition, or merger with foreign companies necessary from your chosen business unit to enter a foreign market? Explain.]		
Identify and explain the value chain relationships between your chosen business unit with other business units within your chosen company.		
[Explain how diversification strategies can produce a cross-business strategic fit capable of delivering competitive advantage for your business unit.]		
Evaluate your company's diversification strategy.		
Overall # Bold Criteria Met/Not Met		
[Overall # Mastery Criteria Met/Not Met]		

The criterion statements in **bold** are the minimum requirement to show competent performance on the course outcome; **all bold** criteria must be met to pass this Course Outcome.

The criterion statements in [Brackets] represent mastery achievement. A predefined number of mastery criteria must be achieved to earn an A grade, indicating mastery of the Course Outcome.

CLA and Grade Criteria Chart

CRITERIA	CLA Score	Grade	Points
Meets all bold criteria and 7 or more of the mastery criteria	5	A	1,000
Meets all bold criteria and 0 to 6 of the mastery criteria	4	B	850
Meets 5 of the bold criteria	3	Not yet competent (F at term end)	0
Meets 3 to 4 of the bold criteria	2	Not yet competent (F at term end)	0

Meets 1 to 2 of the bold criteria	1	Not yet competent (F at term end)	0
Meets no bold criteria	0	Not yet competent (F at term end)	0
No submission	NA	Not yet competent (F at term end)	0