

MT460: Unit 5 Assignment

Unit 5 Assignment Grading Rubric			
Assignment Criteria	Points Possible	Points Earned	Comments
Provided background information about the chosen company, including topics such as the company name, industry sector in which the company operates, products, and target market. Elaborated and used research.	10		
Provided a high-level synopsis of the organizational design of the chosen company from a strategic management perspective.	15		
Explained which one of the five generic competitive strategies that best characterizes the chosen company's strategic approach to competing successfully for the next 3 years. Explained how and why.	25		
From a management perspective, formulated and explained the chosen company's offensive or defensive strategy to improve its market position in the next 3 years.	15		
Explained whether the chosen company will be a first mover, a fast follower, or a late mover to ensure competitive advantage.	15		
Explained if the chosen company engages in outsourcing. If so, explained the pros and cons of outsourcing for the chosen company. Explained if strategic alliances should be involved.	15		

Demonstrated leadership communication skills. Writing was persuasive and descriptive in communication style.	15		
Used a minimum of three peer-reviewed research resources (including your textbook) to substantiate thoughts, opinions, ideas, etc.	15		
Subtotal	125		

Compliance / Clarity / Organization (50%) 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.

Used relevant research that added value to the context of the assignment.	-	-	
Used headings to segment the topics in writing in order to create a flow of ideas for the reader.	-	-	
Provided a unique perspective using no more than one direct quote from research resources. Effectively synthesized research by paraphrasing.	-	-	
Wrote in third person format.	-	-	
Applied proper APA style citation and reference format.	-	-	
No spelling and grammatical mistakes.	-	-	
Used strategy theories, concepts and principles to substantiate thoughts, ideas, statements, etc.	-	-	
Professional use of abbreviations and acronyms.	-	-	

Late Penalty (-20%)			
Total Grade	125		
