

Name: **w10a1**[Exit](#)Description: **w10a1 - Capstone****Grid View****List View**

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemp
Develop an executive-level PowerPoint presentation with 8–12 slides with speaker notes and appropriate graphics.	0 (0.00%) Did not meet the presentation requirements of length (8–12 slides with speaker notes and graphics).	38.675 (22.75%) Insufficient presentation at executive level (minimum slides, no speaker notes, graphics).	44.625 (26.25%) Partial presentation at executive level with incomplete speaker notes and graphics.	50.575 (29.75%) Satisfactorily presented an executive-level presentation with speaker notes and graphics.	59.5 (35.00%) Thoroughly presented an executive-level presentation with speaker notes and graphics.
Create a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	0 (0.00%) Did not submit or incompletely created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	11.05 (6.50%) Insufficiently created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	12.75 (7.50%) Partially created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	14.45 (8.50%) Satisfactorily created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	17 (10.00%) Thoroughly created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.
Based on the SWOT analysis, outline a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	0 (0.00%) Did not submit or incompletely outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	11.05 (6.50%) Insufficiently outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	12.75 (7.50%) Partially outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	14.45 (8.50%) Satisfactorily outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	17 (10.00%) Thoroughly outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.

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Discuss the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	0 (0.00%) Did not submit or incompletely discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	11.05 (6.50%) Insufficiently discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	12.75 (7.50%) Partially discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	14.45 (8.50%) Satisfactorily discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	17 (10.00%) Thoroughly discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.
Outline a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	0 (0.00%) Did not submit or incompletely outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	11.05 (6.50%) Insufficiently outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	12.75 (7.50%) Partially outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	14.45 (8.50%) Satisfactorily outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	17 (10.00%) Thoroughly outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.
Assess efforts by this corporation to be a responsible (ethical) corporate citizen and determine the impact these efforts (or lack thereof) have on the company's bottom line, and provide specific examples to support your response.	0 (0.00%) Did not submit or incompletely assessed efforts by this corporation to be a responsible (ethical) corporate citizen and incompletely determined the impact these efforts (or lack thereof) have on the company's bottom line. Did not provide specific examples to support your response.	11.05 (6.50%) Insufficiently assessed efforts by this corporation to be a responsible (ethical) corporate citizen and insufficiently determined the impact these efforts (or lack thereof) have on the company's bottom line. Provided examples that insufficiently supported your response.	12.75 (7.50%) Partially assessed efforts by this corporation to be a responsible (ethical) corporate citizen and partially determined the impact these efforts (or lack thereof) have on the company's bottom line. Provided examples that partially supported your response.	14.45 (8.50%) Satisfactorily assessed efforts by this corporation to be a responsible (ethical) corporate citizen and satisfactorily determined the impact these efforts (or lack thereof) have on the company's bottom line. Provided examples that satisfactorily supported your response.	17 (10.00%) Thoroughly assessed efforts by this corporation to be a responsible (ethical) corporate citizen and thoroughly determined the impact these efforts (or lack thereof) have on the company's bottom line. Provide examples that thoroughly support your response.

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Include three references.	0 (0.00%) No references provided.	5.525 (3.25%) Does not meet the required number of references; all references poor-quality choices.	6.375 (3.75%) Does not meet the required number of references; some references poor-quality choices.	7.225 (4.25%) Meets number of required references; all references high-quality choices.	8.5 (5.00%) Exceeds number of required references; all references high-quality choices.
Clarity, writing mechanics, and formatting requirements.	0 (0.00%) More than 8 errors present.	11.05 (6.50%) 7–8 errors present.	12.75 (7.50%) 5–6 errors present.	14.45 (8.50%) 3–4 errors present.	17 (10.00%) 0–2 errors present.

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