

ASSIGNMENT INFORMATION

Due Date
Monday, March 1, 2021
9:00 AM

Points Possible
145
[View Rubric](#)

Business-Level and Corporate-Level Strategies

Overview

In this assignment, you are to use the same corporation you selected and focused on for the assignments, Strategic Management and Strategic Competitiveness and External and Internal Environments.

Research the company on its own website, the public filings on the Securities and Exchange Commission's [Filing & Forms](#) page, the Strayer University's [online databases](#), the [Lexis Advance database](#), and any other sources you can find. The annual report will often provide insights that can help address some of these questions.

Use the [Business-Level and Corporate-Level Strategies Template \[DOCX\]](#) to ensure that your assignment meets the requirements.

Requirements

Write a 6–8 page paper in which you do the following:

- Analyze the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion.
- Analyze the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion.
- Analyze the competitive environment to determine the corporation's most significant competitor. Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. Justify your choice.
- Determine whether your choice from Question 3 in the [Business-Level and Corporate-Level Strategies Template \[DOCX\]](#) would differ in slow-cycle and fast-cycle markets.
- Use at least three quality references. **Note:** Wikipedia and other websites do not qualify as academic resources.

Please
Read



This course requires the use of Strayer Writing Standards. For assistance and information, please refer to the Strayer Writing Standards link in the left-hand menu of your course. Check with your professor for any additional instructions.

The specific course learning outcome associated with this assignment is as follows:

When finished, make sure to click **Submit**.

Optionally, click **Save as Draft** to save changes and continue working later, or click **Cancel** to quit without saving.

Name: **w08a1**

Exit

Description: **w08a1 - Business-Level and Corporate-Level Strategies**

Grid View

List View

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
Analyze the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice, and justify your opinion.	0 (0.00%) Did not submit or incompletely analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Did not submit or incompletely justified your opinion.	18.85 (13.00%) Insufficiently analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Insufficiently justified your opinion.	21.75 (15.00%) Partially analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Partially justified your opinion.	24.65 (17.00%) Satisfactorily analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Satisfactorily justified your opinion.	29 (20.00%) Thoroughly analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Thoroughly justified your opinion.

Analyze the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice, and justify your opinion.

Unacceptable

0 (0.00%)

Did not submit or incompletely analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Did not submit or incompletely justified your opinion.

Needs Improvement

18.85 (13.00%)

Insufficiently analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Insufficiently justified your opinion.

Satisfactory

21.75 (15.00%)

Partially analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Partially justified your opinion.

Competent

24.65 (17.00%)

Satisfactorily analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Satisfactorily justified your opinion.

Exemplary

29 (20.00%)

Thoroughly analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Thoroughly justified your opinion.

Unacceptable**Needs Improvement****Satisfactory****Competent****Exemplary**

Analyze the competitive environment to determine the corporation's most significant competitor, compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term, and justify your choice.

0 (0.00%)

Did not submit or incompletely analyzed the competitive environment to determine the corporation's most significant competitor. Did not submit or incompletely compared their strategies at each level and incompletely evaluated which company you think is most likely to be successful in the long term. Did not submit or incompletely justified your choice.

23.5625
(16.25%)

Insufficiently analyzed the competitive environment to determine the corporation's most significant competitor. Insufficiently compared their strategies at each level and insufficiently evaluated which company you think is most likely to be successful in the long term. Insufficiently justified your choice.

27.1875
(18.75%)

Partially analyzed the competitive environment to determine the corporation's most significant competitor. Partially compared their strategies at each level and partially evaluated which company you think is most likely to be successful in the long term. Partially justified your choice.

30.8125
(21.25%)

Satisfactorily analyzed the competitive environment to determine the corporation's most significant competitor. Satisfactorily compared their strategies at each level and satisfactorily evaluated which company you think is most likely to be successful in the long term. Satisfactorily justified your choice.

36.25
(25.00%)

Thoroughly analyzed the competitive environment to determine the corporation's most significant competitor. Thoroughly compared their strategies at each level and thoroughly evaluated which company you think is most likely to be successful in the long term. Thoroughly justified your choice.

Determine whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets.

0 (0.00%)

Did not submit or incompletely determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets.

18.85
(13.00%)

Insufficiently determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets.

21.75
(15.00%)

Partially determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets.

24.65
(17.00%)

Satisfactorily determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets.

29
(20.00%)

Thoroughly determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets.

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
Include three references.	0 (0.00%) No references provided.	4.7125 (3.25%) Does not meet the required number of references; all references poor-quality choices.	5.4375 (3.75%) Does not meet the required number of references; some references poor-quality choices.	6.1625 (4.25%) Meets number of required references; all references high-quality choices.	7.25 (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.	9.425 (6.50%) 7–8 errors present.	10.875 (7.50%) 5–6 errors present.	12.325 (8.50%) 3–4 errors present.	14.5 (10.00%) 0–2 errors present.

Name: **w08a1**

Exit

Description: **w08a1 - Business-Level and Corporate-Level Strategies**