

HCM 415 External Forces Journal Rubric

Activity: 2-2 Journal: External Forces

Course: HCM-415-X2405 Healthcare Strat Mgmt & Policy 21EW2

Name: Kim Davis

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Summary	35 points Meets "Proficient" criteria, and summary is exceptionally clear and concise	31.5 points Briefly summarizes the external forces that affect the organization by explaining who they are and the market space they affect	26.25 points Briefly summarizes the external forces that affect the organization by explaining who they are and the market space they affect, but does not provide details that are relevant, or the summary is too wordy	0 points Does not summarize the external forces that affect the organization by explaining who they are and the market space they affect	31.5 / 35

Criterion Feedback

Nice job, but please make sure you are including evidence (citations and sources).

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Interpretation of the External Forces	30 points Meets "Proficient" criteria, and the interpretation of external forces and competitive advantage is particularly clear	27 points Provides an interpretation of the external forces and your case study organization's competitive advantage by explaining how your organization stands out	22.5 points Provides an interpretation of the external forces and your case study organization's competitive advantage by explaining how your organization stands out, but the competitive advantage is not clear or is illogical or incorrect	0 points Does not provide an interpretation of the external forces and your case study organization's competitive advantage	27 / 30

Criterion Feedback

Good, but please remember to include evidence (citations and sources).

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Impact of Mission, Vision, and Values	30 points Meets "Proficient" criteria and clearly describes the connection between external forces and competitive advantage	27 points Discusses how the external forces should impact the strategic planning of the organization by addressing the threats from the external forces using their competitive advantage	22.5 points Discusses how the external forces should impact the strategic planning of the organization by addressing the threats from the external forces using their competitive advantage, but connection between the external forces and the competitive advantages is unclear or illogical or lacks detail	0 points Does not discuss how the external forces should impact the strategic planning of the organization	27 / 30

Criterion Feedback

Good, but again, need citations.

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Articulation of Response	5 points Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	4.5 points Submission has no major errors related to citations, grammar, spelling, syntax, or organization	3.75 points Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas ✓	0 points Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	3.75 / 5

Criterion Feedback

Thank you for providing a paper in a professional format. You provided three references, but no citations. Each reference should have at least one corresponding citation. Purdue OWL is a great resource to help you with formatting.

<https://owl.english.purdue.edu/owl/resource/560/01/>.

Total 89.25 / 100

Overall Score

Exemplary
91 points minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.

Proficient
76 points minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.

Needs Improvement
1 point minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.

Not Evident
0 points minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.