

Project #1 15% - Fall 2021

Course: BMGT 495 6980 Strategic Management (2222)

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Company Overview	0.9 points Thoroughly and correctly presents a company overview describing why the company was formed, its headquarters home country or state, its founders, and its ownership, management, employee headcount, last year's revenue and revenue sources, all clearly supported by thorough company research. (0.81 - 0.9)	0.765 points Missing one identified element of company overview; uses company research that supports the reasoning and conclusions; needs some development. (0.72 - 0.80)	0.675 points Missing two identified elements of company overview; uses some company research that supports the reasoning and conclusions; needs significant development. (0.63 - 0.71)	0.585 points Information presented but is missing at least three elements, superficial, vague, or incorrect; little or no evidence of company research; needs major development. (0.54 - 0.62)	0 points Fails to discuss company overview. (0)	/ 0.9

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Identify industry in which focal company operates. This information comes from Mergent Online	0.3 points Correctly identifies the industry from Mergent Online in which the focal company operates using company research to support the reasoning. (0.27 - 0.3)	0.26 points No option to select.	0.22 points No option to select.	0.2 points Incorrectly identifies the industry or fails to show research from which information derives or does not use Mergent Online. (0.18 - 0.20)	0 points Fails to identify the industry in which the focal company operates. (0)	/ 0.3

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
General Environment - PESTEL analysis	3 points Thoroughly and correctly uses the course material to identify elements of each letter in PESTEL and thoroughly and correctly discusses both the general environment of the industry and the focal company using any research to support reasoning and conclusions. (2.7 - 3.0)	2.6 points Uses the course material to identify elements of each letter in PESTEL and discusses both the general environment of the industry and the focal company using industry/company research to support reasoning, but some development is needed. (2.4 - 2.69)	2.25 points Uses some course material to identify elements of each letter in PESTEL and discusses both the general environment of the industry and the focal company using little research to support reasoning; significant development is needed. (2.1 - 2.39)	1.95 points Attempts to discuss the general environment OR the the focal company, but not both; OR presents superficial, vague, or incorrect information; little to no evidence of research AND course material; needs major development. (1.8 - 2.09)	0 points Fails to discuss the general environment. (0)	/ 3

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Identify and discuss one key trend for each letter of PESTEL	1.65 points Thoroughly and correctly identifies and discusses one key trend for each letter of PESTEL using industry/comp any research to support reasoning and conclusions. (1.48 - 1.6)	1.4 points Identifies and discusses one key trend for each letter of PESTEL using industry/comp any research to support the reasoning made, but some development is needed. (1.32 - 1.47)	1.24 points Identifies and discusses one key trend for each letter of PESTEL using little research to support the reasoning made, but significant development is needed. (1.16 - 1.31)	1.07 points Information presented on trends, but is superficial, vague, or incorrect; little to no evidence of company/industry research; may not provide trends for each letter; needs major development. (0.99 - 1.15)	0 points Fails to identify one key trend for each letter of PESTEL. (0)	/ 1.65

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Select one of the six trends identified in the previous requirement and discuss how the focal company could be affected by the selected trends.	1.65 points Selects one of the six trends identified in the previous requirement and thoroughly and correctly discusses how the focal company could be affected by the selected trends using company research to support reasoning. (1.48 - 1.6)	1.4 points Selects one of the six trends identified in the previous requirement and discusses how the focal company could be affected by the selected trends using company research to support the reasoning, but some development is needed. (1.32 - 1.47)	1.24 points Selects one of the six trends identified in the previous requirement and discusses how the focal company could be affected by the selected trends and attempts to uses research as support, but support is not strong; needs significant development. (1.16 - 1.31)	1.07 points Information presented, but is incorrect, superficial, or vague; little to no evidence of company research; needs major development. (0.99 - 1.15)	0 points Fails to select or discuss how industry in which the focal company operates could be affected by one of the trends. (0)	/ 1.65

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Discuss key areas of uncertainty related to the identified trend for the focal company that could potentially impact the company's strategy.	1.65 points Thoroughly and correctly discusses key areas of uncertainty related to the identified trend for the focal company that could potentially impact the company's strategy using company research and course materials to support reasoning. (1.48 - 1.65)	1.4 points Discusses key areas of uncertainty related to the identified trend for the focal company that could potentially impact the company's strategy using company research and course materials to support the reasoning, but some development is needed. (1.32 - 1.47)	1.24 points Attempts to discuss key areas of uncertainty related to the identified trend for the focal company that could potentially impact the company's strategy and attempts to uses EITHER company research OR course materials for support, but support is not strong or needs significant development. (1.16 - 1.31)	1.07 points Information presented but is incorrect, superficial, or vague; little to no evidence of company research and course materials used for support; needs major development. (0.99 - 1.15)	0 points Fails to discuss key areas of uncertainty related to the identified trend for the focal company that could potentially impact the company's strategy. (0)	/ 1.65

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Perform a strategic analysis of the company's mission, vision and objectives.	1.65 points Thoroughly and correctly performs a strategic analysis of the company's mission, vision and objectives using the course materials, AND company research to support reasoning. (1.48 - 1.65)	1.41 points Performs a strategic analysis of the company's mission, vision and objectives using course materials and company research to support the reasoning, but some development is needed. (1.32 - 1.47)	1.23 points Attempts to performs a strategic analysis of the company's mission, vision and objectives and attempts to uses some course materials or company research as support, but support is not strong; OR needs significant development. (1.16 - 1.31)	1.08 points Information presented but is incorrect, superficial, or vague; little to no evidence of company research AND course materials; needs major development. (0.99 - 1.15)	0 points Fails to performs a strategic analysis of the company's mission, vision and objectives. (0)	/ 1.65

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Conclusion	0.45 points Thoroughly and correctly presents conclusion that emphasizes the purpose/significance of the analysis, the consequences of findings, and indicate the wider application derived from main points using the course material and company/industry research to support reasoning. (0.40 - 0.45)	0.38 points Presents conclusion that covers most of the main points using course material and company/industry research to support the reasoning; some development is needed. (0.36 - 0.39)	0.34 points Presents conclusion that covers a general overview of the main topics covered with little evidence of the research; significant development. (0.31 - 0.35)	0.29 points Attempts to present a conclusion, but only addresses some of the main topics; needs major development or not supported by company research and course material. (0.27 - 0.30)	0 points Failed to provide a conclusion. (0)	/ 0.45

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Attention to Instructions	1.5 points Demonstrates exceptional understanding of requirements responding completely to each aspect of assignment including minor aspects of the assignment such as using third person writing, no use of direct quotes, lack of page/paragraph numbers, required use of course material, and submission of WORD/RTF document, etc. (1.35 - 1.5)	1.28 points Demonstrates excellent understanding of requirements; missed one minor elements such of not using third person writing, lack of page/paragraph numbers; used direct quotes, lack of course material; OR failed to submit a WORD/RTF document, etc. (1.2- 1.34)	1.12 points Demonstrates satisfactory understanding of requirements; missed a key element or two minor aspects of assignment. (1.05 - 1.19)	0.98 points Fails to show a firm understanding of requirements missing two key elements or three minor aspects of assignment. (0.975 - 1.04)	0 points Fails to demonstrate understanding of assignment requirements. (0 - 0.974)	/ 1.5

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
Writing Mechanics	1.5 points Strictly adheres to standard usage rules of written English using paragraphs and sentence rather than bullets, including but not limited to capitalization, punctuation, run-on sentences, missing or extra words, stylistic errors, spelling and grammatical errors. No contractions or jargon used. Few errors noted. (1.35 - 1.5)	1.28 points Excellently adheres to standard usage of mechanics: conventions of written English, including capitalization, punctuation, and spelling. One to four errors noted. (1.2- 1.34)	1.12 points Satisfactorily adheres to standard usage rules of mechanics: conventions of English, including capitalization, punctuation, and spelling. Five to ten errors noted. (1.05 - 1.19)	0.98 points Minimally adheres to standard usage rules of mechanics: conventions of written English, including capitalization, punctuation, and spelling. More than ten errors found. (0.975 - 1.04)	0 points Does not adhere to standard usage rules of mechanics: conventions of written English largely incomprehensible, or errors are too many to count. (0 - 0.974)	/ 1.5

Criteria	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F	Criterion Score
APA Style (7th ed.)	0.75 points Excellent use of APA. Few APA style or usage errors; Proper citation of source material is used throughout; Provides citation every time with use of source material. Reference titles follow APA with only the first word, the first word after a colon and proper nouns capitalized. (0.68 - 0.75)	0.64 points Attempts in-text citations and reference list, but one or two APA style errors noted or fails to use APA citations when citations are required 1-2 times. (0.6 - 0.67)	0.56 points Attempts in-text citations and reference list; APA style errors are noted throughout; Fails to use APA citations 3 times in document. (0.53 - 0.59)	0.49 points Attempts in-text citations and reference list; Fails to use APA citation 4-5 times; or presents only a few in-text citations throughout document, and reference list that requires APA citations throughout the document. (0.45 - 0.52)	0 points No attempt at APA style; OR attempts either in-text citations or reference list, but omits the other; Uses books or obscure articles not related to subject. (0 - 0.44)	/ 0.75

Total

/ 15

Overall Score

Equivalent to an A

13.5 points minimum

Equivalent to a B

12 points minimum

Equivalent to a C

10.5 points minimum

Equivalent to a D

9 points minimum

Equivalent to an F

0 points minimum

