

MT460: Unit 3 Assignment

Unit 3 Assignment Grading Rubric

Assignment Criteria	Points Possible	Possible Earned	Comments
Inserted the Proforma screenshot for Round 3 "Practice" onto slide two of the PowerPoint presentation.	8		✓
Capsim Core Round 3 Report. PDF file uploaded.	8		✓
Conducted a thorough SOAR analysis on one of the four departments by identifying strengths, opportunities, aspirations, and results from the perspective of organizational assets, growth, enhanced customer satisfaction, etc. within reports.	8		
Explains how the strengths, opportunities, aspirations, and results impact other departments in the company.	8		
Explains the sources of competitive advantage based on the information in the report using the SOAR analysis results.	8		
Conducted a thorough SWOT analysis on one of the four departments by identifying strengths, weaknesses, opportunities, and threats to identify problems and/or opportunities for improvement, growth, market risks, customer engagement, etc. within "Capsim Core Round 3" report.	8		
Explains how the strengths, weaknesses, opportunities, and threats impact other departments in the company.	8		
Explains the sources of competitive advantage based on the information in the report using the SWOT analysis results.	8		
Correctly distinguishes the differences between the purpose of a SOAR analysis and a SWOT analysis.	8		
Verbal Presentation			
Speaks loudly enough to be heard; varying voice pitch and volume to ensure class interest and attention.	3		
Pronounces words correctly and enunciates clearly. Speaks persuasively.	3		
Addresses Board of Directors as appropriate target audience.	3		

Late Penalty (-20%)			
Total	80		