

Description:

Total Possible Score: 6.50

Researches How the Selected Company Uses the Competitive Priority "Cost" to Its Competitive Advantage

Total: 1.50

Distinguished - Thoroughly researches how the selected company uses the competitive priority "cost" to its competitive advantage.

Proficient - Researches how the selected company uses the competitive priority "cost" to its competitive advantage. Minor details are missing.

Basic - Minimally researches how the selected company uses the competitive priority "cost" to its competitive advantage. Relevant details are missing.

Below Expectations - Attempts to research how the selected company uses the competitive priority "cost" to its competitive advantage; however, significant details are missing.

Non-Performance - The research of how the selected company uses the competitive priority "cost" to its competitive advantage is either nonexistent or lacks the components described in the assignment instructions.

Explains the Company's Priority Cost as a Strategic Advantage

Total: 2.00

Distinguished - Thoroughly explains the company's priority cost as a strategic advantage.

Proficient - Explains the company's priority cost as a strategic advantage. The explanation is slightly underdeveloped.

Basic - Minimally explains the company's priority cost as a strategic advantage. The explanation is underdeveloped.

Below Expectations - Attempts to explain the company's priority cost as a strategic advantage; however, the explanation is significantly underdeveloped.

Non-Performance - The explanation of the company's priority cost as a strategic advantage is either nonexistent or lacks the components described in the assignment instructions.

Provides Examples From the Selected Company

Total: 2.00

Distinguished - Provides examples from the selected company.

Proficient - N/A

Basic - N/A

Below Expectations - N/A

Non-Performance - The examples from the selected company are either nonexistent or lack the components described in the assignment instructions.

Written Communication: Control of Syntax and Mechanics

Total: 0.25

Distinguished - Displays meticulous command of syntax and mechanics, with no errors or only a few minor errors.