



# Rubric Detail

A rubric lists grading criteria that instructors use to evaluate student work. Your instructor linked a rubric to this item and made it available to you. Select **Grid View** or **List View** to change the rubric's layout.

## Content

**Name: BUS599 Week 8 Assignment 3 Part 1: Operation, Technology, and Management Plan**

**Description: BUS599 Week 8 Assignment 3 Part 1: Operation, Technology, and Management Plan**

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	<b>Unacceptable 0 - 69% F</b>	<b>Fair 70 - 79% C</b>	<b>Proficient 80 - 89% B</b>	<b>Exemplary 90 - 100% A</b>
<b>BUS599-A3-1</b>	Points Range: 0	Points Range: 7.35	Points Range: 8.4	Points: 10.4
<b>1. Create an operations plan for your NAB company using the template in the text as a guide (p. 214   Operations Plan Preparation Form). Extract appropriate information from the NAB Company portfolio, where applicable. Other required items in the template should be filled in using your personal</b>	(0%) - 7.24 (10.35%) Did not submit or incompletely created an operations plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	(10.5%) - 8.3 (11.85%) Partially created an operations plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	(12%) - 9.34 (13.35%) Satisfactorily created an operations plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	(14.85%) Points Range: 9.45 (13.5%) - 10.5 (15%) Thoroughly created an operations plan for your NAB company using the template in the text as a guide. <b>Feedback:</b> Very good creation of an operations plan for your NAB company using the template in the text as a guide on page 214.

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
preferences. Weight: 15%			Points: 3.12 (4.45%) Points Range: 2.8 (4%) - 3.12 (4.45%) Satisfactorily	
BUS599-A3-2 2. Provide a rationale for the competitive advantages section using appropriate functional-level and business-level strategies to explain the competitive advantages. Weight: 5%	Points Range: 0 (0%) - 2.42 (3.45%) Did not submit or incompletely provided a rationale for the competitive advantages section using appropriate functional-level and business-level strategies to explain the competitive advantages. Feedback:	Points Range: 2.45 (3.5%) - 2.76 (3.95%) Partially provided a rationale for the competitive advantages section using appropriate functional-level and business-level strategies to explain the competitive advantages. Feedback:	provided a rationale for the competitive advantages section using appropriate functional-level and business-level strategies to explain the competitive advantages. Feedback: Good rationale for the competitive advantages section using appropriate functional-level and business-level strategies to explain the competitive advantages.	Points Range: 3.15 (4.5%) - 3.5 (5%) Thoroughly provided a rationale for the competitive advantages section using appropriate functional-level and business-level strategies to explain the competitive advantages. Feedback:
BUS599-A3-3 3. Describe your research and development activities and explain how they will contribute to the company. Weight: 10%	Points Range: 0 (0%) - 4.83 (6.9%) Did not submit or incompletely described your research and development activities and did not submit or incompletely explained how they will contribute to the company. Feedback:	Points Range: 4.9 (7%) - 5.53 (7.9%) Partially described your research and development activities and partially explained how they will contribute to the company. Feedback:	Points: 6.23 (8.9%) Points Range: 5.6 (8%) - 6.23 (8.9%) Satisfactorily described your research and development activities and satisfactorily explained how they will contribute to the company. . Feedback: Good description of your research and development	Points Range: 6.3 (9%) - 7 (10%) Thoroughly described your research and development activities and thoroughly explained how they will contribute to the company. . Feedback:

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
			activities and how they will contribute to the company.	
<b>BUS599-A3-4</b>				
<b>4. Create a technology plan for your NAB company using the template in the text as a guide (p. 227   Technology Plan Preparation Form). Extract appropriate information from the NAB Company portfolio, where applicable. Other required items in the template should be filled in using your personal preferences. Weight: 15%</b>	Points Range: 0 (0%) - 7.24 (10.35%) Did not submit or incompletely created a technology plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	Points Range: 7.35 (10.5%) - 8.3 (11.85%) Partially created a technology plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	Points Range: 8.4 (12%) - 9.34 (13.35%) Satisfactorily created a technology plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	Points: 10.4 (14.85%) Points Range: 9.45 (13.5%) - 10.5 (15%) Thoroughly created a technology plan for your NAB company using the template in the text as a guide. <b>Feedback:</b> Very good creation of a technology plan for your NAB company using the template in the text as a guide on page 227.
<b>BUS599-A3-5</b>				
<b>5. Provide a rationale for the personnel needs section by incorporating appropriate functional-level strategies. Weight: 5%</b>	Points Range: 0 (0%) - 2.42 (3.45%) Did not submit or incompletely provided a rationale for the personnel needs section by incorporating appropriate functional-level strategies. <b>Feedback:</b>	Points Range: 2.45 (3.5%) - 2.76 (3.95%) Partially provided a rationale for the personnel needs section by incorporating appropriate functional-level strategies. <b>Feedback:</b>	Points Range: 2.8 (4%) - 3.12 (4.45%) Satisfactorily provided a rationale for the personnel needs section by incorporating appropriate functional-level strategies. <b>Feedback:</b>	Points: 3.46 (4.95%) Points Range: 3.15 (4.5%) - 3.5 (5%) Thoroughly provided a rationale for the personnel needs section by incorporating appropriate functional-level strategies. <b>Feedback:</b> Very good rationale for the personnel needs section by incorporating

	<b>Unacceptable 0 - 69% F</b>	<b>Fair 70 - 79% C</b>	<b>Proficient 80 - 89% B</b>	<b>Exemplary 90 - 100% A</b> appropriate functional-level strategies.
<b>BUS599-A3-6</b> <b>6. Create a management plan for your NAB company using the template in the text as a guide (p. 248   Management Plan Preparation Form). Extract appropriate information from the NAB Company portfolio, where applicable. Other required items in the template should be filled in using your personal preferences. Form). Weight: 15%</b>	Points Range: 0 (0%) - 7.24 (10.35%) Did not submit or incompletely created a management plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	Points Range: 7.35 (10.5%) - 8.3 (11.85%) Partially created a management plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	Points Range: 8.4 (12%) - 9.34 (13.35%) Satisfactorily created a management plan for your NAB company using the template in the text as a guide. <b>Feedback:</b>	Points: 10.4 (14.85%) Points Range: 9.45 (13.5%) - 10.5 (15%) Thoroughly created a management plan for your NAB company using the template in the text as a guide. <b>Feedback:</b> Good management plan for your NAB company using the template as a guide on page 248.
<b>BUS599-A3-7</b> <b>7. Using the flow charts on p. 242 as a guide, outline your company's management hierarchy. Note: Charts or diagrams must be imported / included in the MS Word document. Weight: 15%</b>	Points: 0 (0%) Points Range: 0 (0%) - 7.24 (10.35%) Did not submit or incompletely outlined your company's management hierarchy, using the flow charts on p. 242 as a guide. <b>Feedback:</b> You did not use the flow charts on page 242 as a guide, consequently, you did not outline your	Points Range: 7.35 (10.5%) - 8.3 (11.85%) Partially outlined your company's management hierarchy, using the flow charts on p. 242 as a guide. <b>Feedback:</b>	Points Range: 8.4 (12%) - 9.34 (13.35%) Satisfactorily outlined your company's management hierarchy, using the flow charts on p. 242 as a guide. <b>Feedback:</b>	Points Range: 9.45 (13.5%) - 10.5 (15%) Thoroughly outlined your company's management hierarchy, using the flow charts on p. 242 as a guide. <b>Feedback:</b>

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
	company's management hierarchy in the form of an organization chart.		Points: 3.12 (4.45%) Points Range: 2.8 (4%) - 3.12 (4.45%) Satisfactorily provided a rationale for the management structure and style section by incorporating appropriate functional-level strategies. <b>Feedback:</b> Good but brief rationale for the management structure and style section by incorporating appropriate functional-level strategies.	Points Range: 3.15 (4.5%) - 3.5 (5%) Thoroughly provided a rationale for the management structure and style section by incorporating appropriate functional-level strategies. <b>Feedback:</b>
<b>BUS599-A3-8</b> <b>8. Provide a rationale for the management structure and style section by incorporating appropriate functional-level strategies.</b> <b>Weight: 5%</b>	Points Range: 0 (0%) - 2.42 (3.45%) Did not submit or incompletely provided a rationale for the management structure and style section by incorporating appropriate functional-level strategies. <b>Feedback:</b>	Points Range: 2.45 (3.5%) - 2.76 (3.95%) Partially provided a rationale for the management structure and style section by incorporating appropriate functional-level strategies. <b>Feedback:</b>	Points: 9.34 (13.35%) Points Range: 8.4 (12%) - 9.34 (13.35%) 3-4 errors present <b>Feedback:</b> Well written plans.	Points Range: 9.45 (13.5%) - 10.5 (15%) 0-2 errors present <b>Feedback:</b>
<b>BUS599-A3-9</b> <b>9. Clarity, writing mechanics, and formatting requirements.</b> <b>Weight: 15%</b>	Points Range: 0 (0%) - 7.24 (10.35%) More than 6 errors present <b>Feedback:</b>	Points Range: 7.35 (10.5%) - 8.3 (11.85%) 5-6 errors present <b>Feedback:</b>		

Raw Total: 56.45 (of 70.0)

## Feedback to Learner

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