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Grading for this assignment will be based on answer quality, logic / organization of language and writing skills, using the following rubric.

Points: 115	Assignment 1: Strategic Management and Strategic Competitiveness				
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Assess how globalization and technology changes have impacted the corporation you researched. Weight: 20%	Did not submit or incompletely assessed how globalization and technology changes have impacted the corporation you researched.	Insufficiently assessed how globalization and technology changes have impacted the corporation you researched.	Partially assessed how globalization and technology changes have impacted the corporation you researched.	Satisfactorily assessed how globalization and technology changes have impacted the corporation you researched.	Thoroughly assessed how globalization and technology changes have impacted the corporation you researched.
2. Apply the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns. Weight: 25%	Did not submit or incompletely applied the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.	Insufficiently applied the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.	Partially applied the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.	Satisfactorily applied the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.	Thoroughly applied the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.
3. Assess how the vision statement and mission statement of the corporation influence its overall success. Weight: 20%	Did not submit or incompletely assessed how the vision statement and mission statement of the corporation influence its overall success.	Insufficiently assessed how the vision statement and mission statement of the corporation influence its overall success.	Partially assessed how the vision statement and mission statement of the corporation influence its overall success.	Satisfactorily assessed how the vision statement and mission statement of the corporation influence its overall success.	Thoroughly assessed how the vision statement and mission statement of the corporation influence its overall success.

impacts the overall success of this corporation. Weight: 20%	of stakeholder impacts the overall success of this corporation.	impacts the overall success of this corporation.	stakeholder impacts the overall success of this corporation.	stakeholder impacts the overall success of this corporation.	stakeholder impacts the overall success of this corporation.
5. 3 references Weight: 5%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
6. Clarity, writing mechanics, and formatting requirements Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present



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