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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: 125	Assignment 2: External and Internal Environments				
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Choose the two (2) segments of the general environment that would rank highest in their influence on the corporation you chose. Assess how these segments affect the corporation you chose and the industry in which it operates. Weight: 10%	Did not submit or incompletely chose the two (2) segments of the general environment that would rank highest in their influence on the corporation you chose. Did not submit or incompletely assessed how these segments affect the corporation you chose and the industry in which it operates.	Insufficiently chose the two (2) segments of the general environment that would rank highest in their influence on the corporation you chose. Insufficiently assessed how these segments affect the corporation you chose and the industry in which it operates.	Partially chose the two (2) segments of the general environment that would rank highest in their influence on the corporation you chose. Partially assessed how these segments affect the corporation you chose and the industry in which it operates.	Satisfactorily chose the two (2) segments of the general environment that would rank highest in their influence on the corporation you chose. Satisfactorily assessed how these segments affect the corporation you chose and the industry in which it operates.	Thoroughly chose the two (2) segments of the general environment that would rank highest in their influence on the corporation you chose. Thoroughly assessed how these segments affect the corporation you chose and the industry in which it operates.
2. Considering the five (5) forces of competition, choose the two (2) that you estimate are the most significant for the corporation you chose. Evaluate how well the company has addressed these two (2) forces in the recent past. Weight: 15%	Did not submit or incompletely chose the two (2) that you estimate are the most significant for the corporation you chose. Did not submit or incompletely evaluated how well the company has addressed these two (2) forces in the recent past.	Insufficiently chose the two (2) that you estimate are the most significant for the corporation you chose. Insufficiently evaluated how well the company has addressed these two (2) forces in the recent past.	Partially chose the two (2) that you estimate are the most significant for the corporation you chose. Partially evaluated how well the company has addressed these two (2) forces in the recent past.	Satisfactorily chose the two (2) that you estimate are the most significant for the corporation you chose. Satisfactorily evaluated how well the company has addressed these two (2) forces in the recent past.	Thoroughly chose the two (2) that you estimate are the most significant for the corporation you chose. Thoroughly evaluated how well the company has addressed these two (2) forces in the recent past.

<p>mind, predict what the company might do to improve its ability to address these forces in the near future</p> <p>Weight: 15%</p>	<p>the company might do to improve its ability to address these forces in the near future.</p>	<p>might do to improve its ability to address these forces in the near future.</p>	<p>company might do to improve its ability to address these forces in the near future.</p>	<p>company might do to improve its ability to address these forces in the near future.</p>	<p>company might do to improve its ability to address these forces in the near future.</p>
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4. Assess the external threats affecting this corporation and the opportunities available to the corporation. Give your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Justify your answer. Weight: 15%	Did not submit or incompletely assessed the external threats affecting this corporation and the opportunities available to the corporation. Did not submit or incompletely gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Did not justify your answer.	Insufficiently assessed the external threats affecting this corporation and the opportunities available to the corporation. Insufficiently gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Insufficiently justified your answer.	Partially assessed the external threats affecting this corporation and the opportunities available to the corporation. Partially gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Partially justified your answer.	Satisfactorily assessed the external threats affecting this corporation and the opportunities available to the corporation. Satisfactorily gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Satisfactorily justified your answer.	Thoroughly assessed the external threats affecting this corporation and the opportunities available to the corporation. Thoroughly gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Thoroughly justified your answer.
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Weight: 15%	not submit or incompletely justified your choices.	Insufficiently justified your choices.	Partially justified your choices.	Satisfactorily justified your choices.	Thoroughly justified your choices.
6. Determine the company's resources, capabilities, and core competencies. Weight: 15%	Did not submit or incompletely determined the company's resources, capabilities, and core competencies.	Insufficiently determined the company's resources, capabilities, and core competencies.	Partially determined the company's resources, capabilities, and core competencies.	Satisfactorily determined the company's resources, capabilities, and core competencies.	Thoroughly determined the company's resources, capabilities, and core competencies.
7. 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.
8. 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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