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Grid View

List View

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
1. Define strategy and examine how the definition of strategy fits your chosen company and its situation. Support your response..	0 (0.00%) - 15.525 (10.35%) Did not submit or incompletely defined strategy and examined how the definition of strategy fits your chosen company and its situation. Did not submit or incompletely supported your response.	15.75 (10.50%) - 17.775 (11.85%) Partially defined strategy and examined how the definition of strategy fits your chosen company and its situation. Partially supported your response.	18 (12.00%) - 20.025 (13.35%) Satisfactorily defined strategy and examined how the definition of strategy fits your chosen company and its situation. Satisfactorily supported your response.	20.25 (13.50%) - 22.5 (15.00%) Thoroughly defined strategy and examined how the definition of strategy fits your chosen company and its situation. Thoroughly supported your response.
2. Summarize the main strategies that your chosen company's management took leading up to this company's recent development.	0 (0.00%) - 15.525 (10.35%) Did not submit or incompletely summarized the main strategies that your chosen company's management took leading up to this company's recent development.	15.75 (10.50%) - 17.775 (11.85%) Partially summarized the main strategies that your chosen company's management took leading up to this company's recent development.	18 (12.00%) - 20.025 (13.35%) Satisfactorily summarized the main strategies that your chosen company's management took leading up to this company's recent development.	20.25 (13.50%) - 22.5 (15.00%) Thoroughly summarized the main strategies that your chosen company's management took leading up to this company's recent development.
3. Identify your chosen company's industry and determine its main competitors. Next, select two to three (2-3) strategies that the competitors use, and analyze whether or not the selected strategies are successful. Support your response.	0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely identified your chosen company's industry and determined its main competitors. Did not submit or incompletely selected two to three (2-3) strategies that the competitors use, did not submit or incompletely analyzed whether or not the selected strategies are successful. Did not submit or incompletely supported your response.	21 (14.00%) - 23.7 (15.80%) Partially identified your chosen company's industry and determined its main competitors. Partially selected two to three (2-3) strategies that the competitors use, partially analyzed whether or not the selected strategies are successful. Partially supported your response.	24 (16.00%) - 26.7 (17.80%) Satisfactorily identified your chosen company's industry and determined its main competitors. Satisfactorily selected two to three (2-3) strategies that the competitors use, satisfactorily analyzed whether or not the selected strategies are successful. Satisfactorily supported your response.	27 (18.00%) - 30 (20.00%) Thoroughly identified your chosen company's industry and determined its main competitors. Thoroughly selected two to three (2-3) strategies that the competitors use, thoroughly analyzed whether or not the selected strategies are successful. Thoroughly supported your response.
4. Perform an industry analysis for the CEO of your chosen company in order for him / her to develop strategy for the company. Next, evaluate the company's current standing in this industry taking into account the company's resources and capabilities.	0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely performed an industry analysis for the CEO of your chosen company in order for him / her to develop strategy for the company. Did not submit or incompletely evaluated the company's current standing in this industry taking into account the company's resources and	21 (14.00%) - 23.7 (15.80%) Partially performed an industry analysis for the CEO of your chosen company in order for him / her to develop strategy for the company. Partially evaluated the company's current standing in this industry taking into account the company's resources and capabilities.	24 (16.00%) - 26.7 (17.80%) Satisfactorily performed an industry analysis for the CEO of your chosen company in order for him / her to develop strategy for the company. Satisfactorily evaluated the company's current standing in this industry taking into account the company's resources and capabilities.	27 (18.00%) - 30 (20.00%) Thoroughly performed an industry analysis for the CEO of your chosen company in order for him / her to develop strategy for the company. Thoroughly evaluated the company's current standing in this industry taking into account the company's resources and capabilities.



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