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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..	<p>0 (0.00%) - 15.525 (10.35%)</p> <p>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.</p>	<p>15.75 (10.50%) - 17.775 (11.85%)</p> <p>Partially defined strategy and examined how the definition of strategy fits your chosen company and its situation. Partially supported your response.</p>	<p>18 (12.00%) - 20.025 (13.35%)</p> <p>Satisfactorily defined strategy and examined how the definition of strategy fits your chosen company and its situation. Satisfactorily supported your response.</p>	<p>20.25 (13.50%) - 22.5 (15.00%)</p> <p>Thoroughly defined strategy and examined how the definition of strategy fits your chosen company and its situation. Thoroughly supported your response.</p>
2. Summarize the main strategies that your chosen company's management took leading up to this company's recent development.	<p>0 (0.00%) - 15.525 (10.35%)</p> <p>Did not submit or incompletely summarized the main strategies that your chosen company's management took leading up to this company's recent development.</p>	<p>15.75 (10.50%) - 17.775 (11.85%)</p> <p>Partially summarized the main strategies that your chosen company's management took leading up to this company's recent development.</p>	<p>18 (12.00%) - 20.025 (13.35%)</p> <p>Satisfactorily summarized the main strategies that your chosen company's management took leading up to this company's recent development.</p>	<p>20.25 (13.50%) - 22.5 (15.00%)</p> <p>Thoroughly summarized the main strategies that your chosen company's management took leading up to this company's recent development.</p>
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.	<p>0 (0.00%) - 20.7 (13.80%)</p> <p>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.</p>	<p>21 (14.00%) - 23.7 (15.80%)</p> <p>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.</p>	<p>24 (16.00%) - 26.7 (17.80%)</p> <p>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.</p>	<p>27 (18.00%) - 30 (20.00%)</p> <p>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.</p>
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.	<p>0 (0.00%) - 20.7 (13.80%)</p> <p>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</p>	<p>21 (14.00%) - 23.7 (15.80%)</p> <p>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.</p>	<p>24 (16.00%) - 26.7 (17.80%)</p> <p>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.</p>	<p>27 (18.00%) - 30 (20.00%)</p> <p>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.</p>



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