



STUDYDADDY

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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. Give your opinion as to whether your chosen company’s industry is maturing or declining, based on its evolution history. Justify your answer.	0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely gave your opinion as to whether your chosen company’s industry is maturing or declining, based on its evolution history. Did not submit or incompletely justified your answer.	21 (14.00%) - 23.7 (15.80%) Partially gave your opinion as to whether your chosen company’s industry is maturing or declining, based on its evolution history. Partially justified your answer.	24 (16.00%) - 26.7 (17.80%) Satisfactorily gave your opinion as to whether your chosen company’s industry is maturing or declining, based on its evolution history. Satisfactorily justified your answer.	27 (18.00%) - 30 (20.00%) Thoroughly gave your opinion as to whether your chosen company’s industry is maturing or declining, based on its evolution history. Thoroughly justified your answer.
2. Use Porter’s National Diamond to evaluate the relative main advantages and disadvantages of vertical integration versus outsourcing for the company. Support your response.	0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely used Porter’s National Diamond to evaluate the relative main advantages and disadvantages of vertical integration versus outsourcing for the company. Did not submit or incompletely supported your response.	21 (14.00%) - 23.7 (15.80%) Partially used Porter’s National Diamond to evaluate the relative main advantages and disadvantages of vertical integration versus outsourcing for the company. Partially supported your response.	24 (16.00%) - 26.7 (17.80%) Satisfactorily used Porter’s National Diamond to evaluate the relative main advantages and disadvantages of vertical integration versus outsourcing for the company. Satisfactorily supported your response.	27 (18.00%) - 30 (20.00%) Thoroughly used Porter’s National Diamond to evaluate the relative main advantages and disadvantages of vertical integration versus outsourcing for the company. Thoroughly supported your response.
3. Use the Boston Consulting Group’s growth-share matrix to evaluate the company’s strategic position as of 2013. Note: Refer to Figure 14.2 “The BCG Growth-share Matrix”, located on page 369, chapter 14 of the textbook.	0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely used the Boston Consulting Group’s growth-share matrix to evaluate the company’s strategic position as of 2013.	21 (14.00%) - 23.7 (15.80%) Partially used the Boston Consulting Group’s growth-share matrix to evaluate the company’s strategic position as of 2013.	24 (16.00%) - 26.7 (17.80%) Satisfactorily used the Boston Consulting Group’s growth-share matrix to evaluate the company’s strategic position as of 2013.	27 (18.00%) - 30 (20.00%) Thoroughly used the Boston Consulting Group’s growth-share matrix to evaluate the company’s strategic position as of 2013.
4. Suggest one (1) approach for the CEO to adopt in order to implement the strategies that you recommended in Project Deliverable 3. Include the main changes in decision-making style, main changes in planning structure, and measures of success in your recommendation. Provide a rationale for your	0 (0.00%) - 25.875 (17.25%) Did not submit or incompletely suggested one (1) approach for the CEO to adopt in order to implement the strategies that you recommended in Project Deliverable 3. Did not submit or incompletely included the main changes in decision-making style, main changes in planning structure, and measures of success in your recommendation. Did not	26.25 (17.50%) - 29.625 (19.75%) Partially suggested one (1) approach for the CEO to adopt in order to implement the strategies that you recommended in Project Deliverable 3. Partially included the main changes in decision-making style, main changes in planning structure, and measures of success in your recommendation. Partially provided a rationale for your response.	30 (20.00%) - 33.375 (22.25%) Satisfactorily suggested one (1) approach for the CEO to adopt in order to implement the strategies that you recommended in Project Deliverable 3. Satisfactorily included the main changes in decision-making style, main changes in planning structure, and measures of success in your recommendation. Satisfactorily provided a rationale for	33.75 (22.50%) - 37.5 (25.00%) Thoroughly suggested one (1) approach for the CEO to adopt in order to implement the strategies that you recommended in Project Deliverable 3. Thoroughly included the main changes in decision-making style, main changes in planning structure, and measures of success in your recommendation. Thoroughly provided a rationale for your



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