

MGT 600 Worksheet A Rubric

Guidelines for Submission: This assignment must contain four elements: organizational background, decisions to be addressed, SWOT analysis, and gap analysis. The document should have double spacing, 12-point Times New Roman font, one-inch margins, and at least two resources using [APA citations](#).

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Organizational Background	An introduction to the organization is presented in a clear and concise manner. The background addresses all points noted in the worksheet, and provides insight into the organization	An introduction to the organization is presented in a clear and concise manner. The background addresses the majority of the points noted in the worksheet and provides insight into the organization	An introduction to the organization is presented in a clear manner. The background does not completely address the points noted in the worksheet, which limits the organizational insight	The introduction to the organization is presented in a disorganized manner or is missing several of the required points	20
Decision Making	Strategic decision-making best practices and tools are identified and correctly applied to the organizational strategic plan	Strategic decision-making best practices and tools are identified and most are correctly applied to the organizational strategic plan	Strategic decision-making best practices and tools are identified and some are correctly applied to the organizational strategic plan	Strategic decision-making best practices and tools are not applied or correctly applied to the organizational strategic plan	20
SWOT Analysis	Demonstrates a thorough and insightful understanding of the key concepts, principles, and theories of SWOT analysis	Demonstrates considerable ability to use specific strategies to gather information and generate ideas	Demonstrates some ability to use specific strategies to gather information and generate ideas	Demonstrates limited ability to use specific strategies to gather information and generate ideas	20
Gap Analysis	The gap analysis specifically identifies the current state of the planning process, projected outcomes, and what is required to achieve the stated goals	The gap analysis identifies the current state of the planning process and projected outcomes and loosely defines what is required to achieve the stated goals	The gap analysis vaguely identifies the current state of the planning process, projected outcomes, and what is required to achieve the stated goals	The gap analysis identifies the current state of the planning process, but does not identify project outcomes and/or what is required to achieve the stated goals	20
Research	Incorporates at least two scholarly/technical resources effectively that reflect depth and breadth of research	Incorporates at least two resources effectively that reflect depth and breadth of research	Incorporates at least one resource that reflects depth and breadth of research	Does not incorporate resources that reflect depth and breadth of research	10
Articulation of Response	Submission is properly cited, free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	10
Total					100%