

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 <u>APA citations.</u>

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