Southern New Hampshire University

MGT 600 Worksheet B Rubric

Guidelines for Submission: This assignment must contain a completed balanced scorecard that addresses 12 final project goal statements, 3 from each area within your SWOT analysis: internal strengths, internal weaknesses, external opportunities, and external threats.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Goal Statement/Objective	Three goal statements from each area of the SWOT analysis are clearly written, well defined, and achievable	Three goal statements from each area of the SWOT analysis are clearly written, defined, and in most cases achievable	Goal statements for 1-2 of the SWOT analysis areas are missing or not achievable	Goal statements are ill-defined, missing, or do not map to the SWOT analysis	20
Actions/Initiatives	Initiatives and associated actions to achieve each initiative are written succinctly, clearly defined, and appropriate for each goal	Initiatives and associated actions to achieve each initiative are clearly defined and appropriate for each goal	Initiatives and associated actions to achieve each initiative are defined but are not appropriate for some of the goals	Initiatives and or associated actions are missing or do not map to the goal statements	20
Measures	Methods for determining how the actions/initiatives will be assessed are clearly defined for each goal	Methods for determining how the actions/initiatives will be assessed are defined for each goal	Methods for determining how the actions/initiatives will be assessed are defined for some of the goals	Methods either do not map to the initiatives or are ill-defined, which limits the ability to assess the initiative's effect	20
Targets	A measurable opportunity for each goal is clearly defined and realistic	A measurable opportunity for each goal is clearly defined and somewhat realistic	A measurable opportunity for many goals is clearly defined and somewhat realistic	A measurable opportunity for each goal is undefined, missing, and/or unrealistic	20
Timeframes	Reasonable and attainable timeframes for reaching each goal's target are defined for all targets	Aggressive timeframes for reaching each goal's target are defined for all targets	Reasonable and attainable timeframes for reaching each goal's target are missing for some of the targets	Reasonable and attainable timeframes for reaching each goal's target are undefined	20
				Total	100%