

MGTCB/576 Competency 1 Assessment and Rubric

Course Title: Opportunity Evaluation and Value Creation

Competency Assessment Title: Competency 1 Assessment

Total Number of Points: 100

Assignment Directions

Part 1: Corporate Entrepreneurship Assessment

Choose 1 of the following Fortune 500 companies to study throughout this course:

- CVS Health
- Chevron
- Kroger
- Bank of America
- Home Depot
- Comcast
- Target
- United Parcel Service
- Procter & Gamble
- Caterpillar

Research the company and then answer the following questions:

- Which company did you choose?
- What is the company's website address?
- What are 3-5 entrepreneurial strengths of the company?
- What are the major elements of the company's approach to entrepreneurship and value creation?
- What is 1 action the company could take to increase its entrepreneurial value creation?

Include references for any sources cited.

Part 2: Adding Value to the Organization

Assess the external environment of the organization. Based on your assessment and the strengths and weaknesses you identified in Part 1, evaluate opportunities for that organization to add economic, social, and environmental value.

Recommend an opportunity that meets the following criteria:

- Best capitalizes on the organization's valuable, rare, and hard-to-imitate resources

- Is least impacted by the organization’s weaknesses
- Takes the best advantage of the external environment

Create a 13- to 15-slide PowerPoint presentation to present your assessment, evaluation, and recommendation. Include the following:

- Cover slide
- Agenda slide
- Description of the organization (1 slide)
- Summary of the strengths and weaknesses of the organization (2 slides)
- Key aspects of your assessment of the external environment that present opportunities for adding value, such as trends, unmet needs, unsolved problems, underserved consumer groups, and so on (2-3 slides)
- Evaluation of opportunities to add economic value (1 slide)
- Evaluation of opportunities to add social value (1 slide)
- Evaluation of opportunities to add environmental value (1 slide). Note: Some opportunities may appear on more than 1 slide. For example, you may find an opportunity that adds economic, social, and environmental value.
- Recommended opportunity to pursue first, with a rationale that shows how the opportunity capitalizes on the organization’s valuable, rare, and hard-to-imitate resources; is not much impacted by the organization’s weaknesses; and takes advantage of the external environment (1-2 slides)
- Conclusion slide
- References slide
- Speaker notes to convey the details you would give if you were presenting

The slides should contain only essential information and as little text as possible. Do not design a slide presentation made up of long bullet points.

Cite references to support your assignment.

Competency Assessment Rubric

Assignment / Performance Criteria	<i>Mastery</i> 100%	<i>Meets Expectations</i> 85%	<i>Not Met</i> 0%
1. Organization description (weight 10%)	Thoroughly described the organization	Partially described the organization	Narrowly described the organization or did not include a description
2. Organization’s strengths and weaknesses (weight 15%)	Provided a thorough summary of the strengths and weakness of the chosen organization	Provided a partial summary of the strengths and weakness of the chosen organization	Provided a vague summary of the strengths and weakness of the chosen organization or did not submit a summary of the strengths and weakness of the chosen organization

Assignment / Performance Criteria	<i>Mastery</i> 100%	<i>Meets Expectations</i> 85%	<i>Not Met</i> 0%
3. Assessment of external environment (weight 20%)	Included all key aspects of the external environment assessment that present opportunities for adding value to the organization	Included most key aspects of the external environment assessment that present opportunities for adding value to the organization	Included some key aspects of the external environment assessment that present opportunities for adding value to the organization or did not include any key aspects of the external environment assessment that present opportunities for adding value to the organization
4. Adding economic value (weight 10%)	Provided a thorough evaluation of opportunities to add economic value	Provided a partial evaluation of opportunities to add economic value	Provided a narrow evaluation of opportunities to add economic value or did not provide an evaluation of opportunities to add economic value
5. Adding social value (weight 10%)	Thoroughly evaluated opportunities to add social value	Partially evaluated opportunities to add social value	Narrowly evaluated opportunities to add social value or did not provide an evaluation of opportunities to add social value
6. Adding environmental value (weight 10%)	Provided a detailed evaluation of opportunities to add environmental value	Provided a partial evaluation of opportunities to add environmental value	Provided a narrow evaluation of opportunities to add environmental value or did not provide an evaluation of opportunities to add environmental value
7. Recommended opportunities to pursue with rationale (weight 25%)	Thoroughly recommended an opportunity to pursue with a rationale for how the opportunity: capitalizes on the organization’s valuable, rare, and hard-to-imitate resources; is not much impacted by the organization’s weaknesses; and takes advantage of the external environment	Partially recommended an opportunity to pursue with a rationale for how the opportunity: capitalizes on the organization’s valuable, rare, and hard-to-imitate resources; is not much impacted by the organization’s weaknesses; and takes advantage of the external environment	Narrowly recommended an opportunity to pursue with a rationale for how the opportunity: capitalizes on the organization’s valuable, rare, and hard-to-imitate resources; is not much impacted by the organization’s weaknesses; and takes advantage of the external environment or did not provide a recommendation for an opportunity to pursue with rationale