



ORGCB/535 Competency 3 Assessment and Rubric

Course Title: People and Organizations

Competency Assessment Title: Strategy Recommendation

Assignment Directions

The Southwest HR director would like you to review several strategic reports on the organization and provide feedback on how you think the organization should move forward.

Compile a strategy recommendation to the HR director to be used for company-wide decisions. Include the following information in your report:

- An executive summary of the HR strategy project
- An analysis of current strategies and issues
 - Identify the type of strategy Southwest Airlines is following.
 - Identify 3 HRM implications for Southwest Airlines.
- Develop and justify business strategies for each of the 3 HRM implications.
- Determine an HR strategy.

Use at least 2 sources other than those provided. Review the following source to assist with your recommendation:

- SWOT report in detail on [Business Source Complete](#)

Submit your assignment.

Competency Assessment Rubric

Assignment/Performance Criteria	Mastery 100%	Meets Expectations 85%	Not Met 0%
1. Executive Summary (weight 25%)	Thoroughly summarized the covered strategies, issues, and recommendations important to the project from a creative and innovative perspective.	Partially summarized the covered strategies, issues, and recommendations important to the project.	Narrowly summarized the covered strategies, issues, and recommendations important to the project or no attempt to summarize the covered strategies, issues, and recommendations important to the project was made.
2. Analysis of current strategic direction (weight 25%)	Thoroughly analyzed the identified directional strategies and 3 HRM implications for each strategy from a creative and innovative perspective.	Partially analyzed the identified directional strategies and 3 HRM implications for each strategy.	Narrowly analyzed the identified directional strategies and 3 HRM implications for each strategy or no attempt to analyze the identified directional strategies and 3 HRM implications for each strategy was made.
3. Create business strategies for HRM implications (weight 25%)	Created business strategies and thoroughly justified strategy for dealing with each HRM implication from a creative and innovative perspective.	Created business strategies and partially justified strategy for dealing with each HRM implication.	Created business strategies and narrowly justified strategy for dealing with each HRM implication or no attempt to create business strategies was made.
4. Determine HR Strategy (weight 25%)	Provided a thorough, creative, and innovative HR strategy that addresses all business strategies and HRM implications.	Provided a partial HR strategy that addresses most of the business strategies and HRM implications.	Provided a narrow HR strategy that addresses some of the business strategies and HRM implications or no attempt to provide an HR strategy was made.