

STRCB/581 Competency 2 Assessment and Rubric

Course Title: Strategic Planning & Implementation

Competency Assessment Title: Strategic Analysis

Total Number of Points: 100

Assignment Directions

Step 1: Choose a Company

In the first Competency Assessment, you completed a SWOT analysis on a successful company that demonstrated a sustainable competitive advantage in the marketplace. Now you will shift your focus to look at a company that is failing or experiencing challenges in the area of financial performance.

Select and **research** a company that is having financial difficulties or is on the brink of bankruptcy. You may also choose to use your current employer or a company you've worked for in the past as long as you have sufficient data to complete the assignment.

Review "Where Can I Find a Company's Annual Report and Its SEC Filings?" from Investopedia.

You can also access specific information about a variety of businesses in the University Library by searching the following databases:

- University Library > Databases > B > Business Source Complete
- University Library > How Do I > Company Information > Find Annual Reports > EDGAR (SEC Filings)
- University Library > Databases > P > Plunkett Research Online

Step 2: Write an Analysis

Conduct a strategic analysis of the company's current financial operations. Determine strategies for achieving a sustainable competitive advantage in the marketplace and increasing financial performance.

Write a 750- to 1000-word strategic analysis. When writing your analysis, complete the following:

- Evaluate the company's current financial plan, including charts and/or graphs showing financial data from the struggling company and make recommendations for improvement.
- Determine strategies for achieving a sustainable competitive advantage in the marketplace and increasing financial performance.
- Create a plan to implement the strategies you selected.
- Include at least 3 sources.

Competency Assessment Rubric

Assignment/Performance Criteria	<i>Mastery</i> 100%	<i>Meets Expectations</i> 85%	<i>Not Met</i> 0%
1. Evaluation of the company's current financial plan and recommendations for improvement (weight 30%)	Comprehensively evaluated the company's current financial plan from a creative and innovative perspective, included fully relevant charts and/or graphs of company's financial data, and made a comprehensive, creative, and innovative connection between recommendations for improvement and company's current financial state	Partially evaluated the company's current financial plan, included mostly relevant charts and/or graphs of company's financial data, and made a partial connection between recommendations for improvement and company's current financial state	Narrowly evaluated the company's current financial plan, included some relevant charts and/or graphs of company's financial data, and made a narrow connection between recommendations for improvement and company's current financial state; or did not evaluate the company's current financial plan, did not include relevant charts or graphs of company's financial data, or did not make a connection between recommendations for improvement and company's current financial state
2. Strategies for achieving sustainable competitive advantage (weight 30%)	Thoroughly evaluated strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance from a creative and innovative perspective	Somewhat evaluated strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance	Narrowly evaluated strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance or did not evaluate strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance
3. Plan to implement the selected strategies (weight 40%)	Created a thorough, creative, and innovative plan to implement strategies	Created a thorough plan to implement strategies	Created a narrow plan to implement strategies or did not create a plan to implement strategies