

MGTCB/526 Competency 2 Assessment and Rubric

Competency 2 Assessment: Business Strategies Article

Assessment Directions

Aligning operational needs with business strategies requires organizations to continually adapt their processes to meet changing demands while staying focused on long-term goals. Artificial intelligence can support this alignment by enhancing decision-making, streamlining operations, and uncovering new efficiencies. In this assessment, you will write an article for an industry magazine that explores how AI-driven solutions can help companies achieve greater strategic alignment and competitiveness.

Assessment Preparation

Read the following scenario: Imagine you've been asked to write an article for an industry magazine that explores how AI can be used to optimize decision-making and improve operational efficiency. Your fellow analysts are looking forward to seeing your thoughts on how AI-driven solutions help organizations align operational needs with broader business strategies, ensuring they remain agile and competitive.

Review the research you gathered on your selected organization and its industry in Competency 1.

Assessment Deliverable

Write a 700- to 875-word article for the industry magazine based on your research of your selected organization's industry. Include the following sections and information in your article:

- Industry Context
 - Overview
 - Provide an overview of the industry.
 - Define 5 key challenges the industry faces in aligning operations with strategy.
 - Opportunities
 - Identify 2 specific ways businesses in the industry can lower the cost of complex problem-solving, one of which is a way to use generative AI. How do these solutions assist in aligning operational needs to a business's strategies? For example, how can AI improve decision-making, automate routine tasks, or enhance data analysis?
- Case Study
 - Analyze an example of a company in the industry (other than the one you have been working with in your previous assessment) that has successfully implemented an AI for strategy optimization. How was the AI used? What made it successful?
- Initiative Recommendations

- Propose 2 initiatives, at least one of which is AI-driven, that the industry can adopt to improve operational efficiency and strategic alignment.
- Justify how these initiatives will address the industry's challenges and create a competitive advantage.
- Discuss potential barriers to implementation for each initiative (e.g., cost, employee resistance, or ethical concerns) and how they can be addressed.

Include at least 3 credible sources to support your article. Format your citations and references according to APA guidelines.

Assessment Support

- Use the [Get Started with Industry Research](#) page from the University Library to search for various reports, statistics, and other industry information.
- Use the [Find a Company Profile](#) page from the University Library to search for a specific company profile. This profile may have information on company financials, competitors, and other reports.

Competency Assessment Rubric

Assignment/Performance Criteria	Mastery 100%	Meets Expectations 85%	Not Met 0%
1. Industry Overview Weight: 20%	Thoroughly provided an overview of the industry and defined 5 key challenges in aligning operations with strategy	Adequately provided an overview of the industry and defined 5 key challenges in aligning operations with strategy	Did not provide an overview of the industry and define 5 key challenges in aligning operations with strategy
2. Industry Opportunities Weight: 20%	Insightfully identified specific ways businesses in the industry can lower the cost of complex problem-solving, including a generative AI solution, and explained how they assist in aligning operational needs to a business's strategies	Somewhat insightfully identified specific ways businesses in the industry can lower the cost of complex problem-solving, including a generative AI solution, and explained how they assist in aligning operational needs to a business's strategies	Did not identify specific ways businesses in the industry can lower the cost of complex problem-solving, including a generative AI solution, and explain how they assist in aligning operational needs to a business's strategies
3. Case Study Weight: 10%	Fully analyzed an example of a company that has successfully implemented AI for strategy optimization, including how AI was used and what made it successful	Mostly analyzed an example of a company that has successfully implemented AI for strategy optimization, including how AI was used and what made it successful	Did not analyze an example of a company that has successfully implemented AI for strategy optimization, including how AI was used and what made it successful
4. Initiative Recommendations Weight: 25%	Thoroughly proposed initiatives, including an AI-driven initiative, that the industry can adopt to improve operational efficiency and strategic alignment and justified the use of AI for strategy optimization with regard to competition and other industry challenges	Adequately proposed initiatives, including an AI-driven initiative, that the industry can adopt to improve operational efficiency and strategic alignment and justified the use of AI for strategy optimization with regard to competition and other industry challenges	Did not propose initiatives, including an AI-driven initiative, that the industry can adopt to improve operational efficiency and strategic alignment and justify the use of AI for strategy optimization with regard to competition and other industry challenges
5. Implementation Barriers Weight: 20%	Insightfully discussed the potential barriers to implementation and how they can be addressed for each proposed initiative	Somewhat insightfully discussed the potential barriers to implementation and how they can be addressed for each proposed initiative	Did not discuss the potential barriers to implementation and how they can be addressed for each proposed initiative

Assignment/Performance Criteria	Mastery 100%	Meets Expectations 85%	Not Met 0%
6. Critical thinking and problem solving: Make judgements, draw conclusions Weight: 5%	Judgement to arrive at a conclusion was sound; identified and recommended the best solution	Judgement to arrive at a conclusion was mostly sound; identified and recommended an acceptable solution	Judgement to arrive at a conclusion was not sound or was illogical; identified and recommended an impractical solution or did not recommend a solution