

BUS211 GROUP Strategic Case Study – Task 2 Assessment Rubric

Key components	Level 5 <i>Excellent (85-100%)</i> EXCEEDS EXPECTATIONS	Level 4 <i>Good (75-84%)</i> MEETS EXPECTATIONS WELL	Level 3 <i>Good (65-74%)</i> MEETS EXPECTATIONS	Level 2 <i>Passable (50-64%)</i> JUST MEETS EXPTIONS	Level 1 <i>Poor (0-50%)</i> DOESN'T MEET EXPECTATIONS	Grade <i>Out of 100</i>
1. EXECUTIVE SUMMARY	Exceptional summary of the key strategic issues, options and recommendations	Clear summary of the key strategic issues, options and recommendations	Adequate summary of key strategic issues, options & recommendations	Partial summary of the key strategic issues, options and recommendations	Poor summary of the key strategic issues, options and recommendations	Out of 10
2. INTRODUCTION & BACKGROUND	Outstanding and complete background to the firm explaining all the following; vision, values, goals, and purpose, staff, location, and leadership.	Clear and informative background to the firm explaining most of the following; vision, values, goals, and purpose, staff, location, and leadership.	Sound and adequate background to the firm explaining some of the following; vision, values, goals, and purpose, staff, location, and leadership.	Partial background to the firm partially explaining any of the following; vision, values, goals, and purpose, staff, location, and leadership.	Poor background to the firm explaining vision, values, goals, and purpose, staff, location, and leadership.	Out of 15
3.1 EXTERNAL ANALYSIS & JUSTIFICATION	Comprehensive external analysis, critical thinking and justification using <u>referenced theory</u> of significant factors in the macro, industry, and competitive (including CSFs) environments	Constructive external analysis, critical thinking and justification using <u>theory with some references</u> of important factors in the macro, industry, and competitive environments	Adequate external analysis, some critical thinking and justification using <u>theory</u> of some factors in the of macro, industry, and competitive environments	Partial external analysis, cursory critical thinking and justification using <u>some theory</u> of factors in the any of macro, industry, and competitive environments	Poor external analysis with negligible critical thinking or justification with <u>minimal theory</u> of significant factors in the macro, industry, and competitive environments	Out of 15
3.2 INTERNAL ANALYSIS & JUSTIFICATION	Comprehensive organisational analysis, critical thinking in the justification using <u>referenced theory</u> of significant points considering resources & capabilities, stakeholders and governance, history, culture and leadership	Constructive organisational analysis, critical thinking and justification using <u>theory with some references</u> of significant points considering resources & capabilities, stakeholders and governance, history, culture and leadership	Adequate organisational analysis, some critical thinking and justification using <u>theory</u> of significant points considering resources & capabilities, stakeholders and governance, history, culture and leadership	Partial organisational analysis, cursory critique and justification using <u>some theory</u> of significant points considering resources & capabilities, stakeholders and governance, history, culture and leadership	Negligible organisational analysis with negligible critique and justification using <u>minimal theory</u> of significant points considering resources & capabilities, stakeholders and governance, history, culture and leadership	Out of 15
4. SYNTHESIS & INTERPRETATION of STRATEGIC ISSUES	Exceptional synthesis, competence and interpretation of the firms' current situation and outstanding justification <u>using referenced theory of why it's important for the firm.</u> -> Id. 3 strategically significant issues for the firm's long-term competitive advantage.	Insightful synthesis, sound competence and interpretation of the firms' current situation and excellent justification <u>using theory with some references of why it's important for the firm.</u> -> Id. 3 strategically important issues for the firm's long-term competitive advantage of the.	Good synthesis and capable interpretation of the firms' current situation and good justification <u>using theory of why it's important for the firm.</u> Identification of 2 strategic issues for the competitive advantage of the firm.	Some synthesis and interpretation of the firms' current situation and partial justification <u>using theory of why is that important for the firm.</u> Identification of 1 important issue for the firm.	Poor or negligible synthesis and interpretation of the firms' current situation and inadequate justification without support of why it's important for the firm. Inadequate identification of strategically issues for the long-term competitive advantage of the firm.	Out of 15
6. CONCLUSION & RECOMMENDATIONS	Insightful and succinct summary of key strategic issues, options and implications for the firm. Outstanding recommendations fully consistent with the firms' situation, well supported by the analysis and practicable for implementation.	Good summary of key strategic issues, options and implications for the firm. Constructive recommendations consistent with the firms' situation, supported and reasonably practicable for implementation.	Adequate summary of key strategic issues, options and implications for the firm. Sound recommendations mostly consistent with the firms' situation, generally supported and practicable for implementation.	Basic summary of key strategic issues, options and implications for the firm. Partial recommendations somewhat consistent with the firms' situation, partially supported and somewhat practicable for implementation.	Poor or negligible summary of key strategic issues, options and implications for the firm. Inadequate or inappropriate recommendations, inconsistent with the firms' situation, not supported or practicable for implementation.	Out of 10

7. REFERENCES	Exceptional use of 10 or more references from academic peer-reviewed journal articles from strategic management literature . Fully consistent in-text with reference list, complete records, Harvard formatting of reference list	Good use of 7 to 10 academic peer-reviewed journal articles from strategic management literature . Mostly consistent in-text with reference list, mostly complete records, good Harvard formatting of reference list	Adequate use of 5 to 7 academic peer-reviewed journal articles from strategic management literature . Some consistency in-text with reference list, generally complete records, mostly Harvard formatting of reference list	Use of 3 – 5 academic peer-reviewed journal articles from strategic management literature . Partially consistent in-text with reference list, some records, some Harvard formatting of reference list	Less than 3 academic peer-reviewed journal articles OR journals NOT from strategic management literature . Inconsistent in-text with reference list, incomplete records, poor Harvard formatting of reference list	Out of 10
FORMATTING, STYLE, LANGUAGE AND GRAMMAR	Complete and accurate format with distinct sections with numbering, headings and subheadings as indicated in the assignment formatting guide. Excellent English professional communication, grammar and spelling, cohesive and fluent style.	Distinct sections with numbering, headings and subheadings as indicated in the assignment formatting guide. Very good English communication, grammar and spelling, clear and logical style.	Clear sections, headings and subheadings as indicated in the assignment formatting guide. Adequate English communication, grammar and spelling, satisfactory style.	Some sections, headings and subheadings as indicated in the assignment formatting guide. Basic English communication, grammar and spelling, elementary style.	Unclear sections, headings and subheadings not as indicated in the assignment formatting guide. Poor English communication, grammar and spelling, ineffective style.	Out of 10

COMMENTS: