



MBA 515 Module Seven Short Paper Guidelines and Rubric

Intrapreneurial opportunities are a very different path of development for some companies and must be considered as a possibility for any business development initiatives. One assumption here is that the effort is internally driven from within the firm.

Prompt: Considering your assessment in Module Six on the capabilities and limitations of your company, identify and assess an intrapreneurial opportunity within your company and assess its impact with respect to both the level of effort and resources needed and the potential benefits to the organization. Be sure to consider the appropriate types of analysis discussed throughout this course.

Guidelines for Submission: Your paper must be submitted as a 3–5-page Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Intrapreneurial Opportunities	Meets “Proficient” criteria, and response demonstrates keen insight into relationship between intrapreneurial opportunities, market domain evaluation, and SWOT analysis	Develops list of intrapreneurial opportunities with supporting rationale based on market domain evaluation and SWOT analysis	Develops list of intrapreneurial opportunities, but rationale is missing or is not based on market domain evaluation and SWOT analysis	Does not develop list of intrapreneurial opportunities	40
Intrapreneurial Assessment	Meets “Proficient” criteria, and response demonstrates keen insight into relationship between intrapreneurial opportunities, market domain evaluation, and SWOT analysis	Accurately assesses viability of selected intrapreneurial opportunity, supporting response with evidence from market domain evaluation and SWOT analysis	Assesses viability of selected intrapreneurial opportunity, but with gaps in accuracy, detail, or support	Does not assess viability of selected intrapreneurial opportunity	40
Submission	Paper meets length and formatting guidelines; writing is professional and free of major grammatical errors		Paper meets length and formatting guidelines; writing is not professional	Paper does not meet length and formatting guidelines; writing includes grammatical errors and is not professional	20
Earned Total					100%