

MBA-599 Executive Overview Discussion

	0.0No Submission	1.0Novice	2.0Basic	3.0Proficient	4.0Exceptional
1.0 ? Demonstrated personal development through the strategic management case assignment. A final and all-encompassing analysis is presented, along with the recommendations to the firm's board of directors. This includes recommendations, alternatives considered, key implementation steps, and the impact of the implementation on the company's performance and competitive position.	0 Points No Student Submission	Section Points Possible <15 Does not present a comprehensive final analysis. Does not include recommendations to the firm's board of directors.	Section Points Possible 15-16 Includes a somewhat comprehensive analysis. Includes some of the required following recommendations: recommendations, alternatives considered, key implementation steps, and the impact of the implementation on the company's performance and competitive position.	Section Points Possible 17-18 Includes a somewhat comprehensive analysis. Includes all of the required following recommendations: recommendations, alternatives considered, key implementation steps, and the impact of the implementation on the company's performance and competitive position.	Section Points Possible 19-20 Includes a comprehensive analysis. Includes all of the required following recommendations: recommendations, alternatives considered, key implementation steps, and the impact of the implementation on the company's performance and competitive position.
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1.0 ? References i No Student Submission	0 Points No Student Submission	Section Points Possible <15 Does not include outside sources.	Section Points Possible 15-16 Includes 1 or more outside sources to support and enrich the discussion. Sources are not properly cited in APA format.	Section Points Possible 17-18 Includes 1 or more outside sources to support and enrich the discussion. Sources are properly cited in APA format.	Section Points Possible 19-20 Includes 2 or more outside sources to support and enrich the discussion. Sources are properly cited in APA format.