

MBA-599 Project Phase 3

	0.0 No Submission	1.0 Novice	2.0 Basic	3.0 Proficient	4.0 Exceptional
	Points Equal 0	Section Points Possible	Section Points Possible 15-16	Section Points Possible 17-18	Section Points Possible 19-20
	No Assignment Submitted.	< 15 Inadequate description of company. Few critical strategic events are discussed or completely omitted. Does not address assumptions and limitations associated with the analysis. Withing three pages of five page limit.	Adequate description of company. Covers some key critical strategic events. Discusses some assumptions and limitations associated with the analysis. Within two pages of five page limit.	Good description of company. Covers most key critical strategic events. Discusses most assumptions and limitations associated with the analysis. Within one page of five page limit.	Good description of company. Covers most key critical strategic events. Discusses most assumptions and limitations associated with the analysis. Within one page of five page limit.
1.0 Description of the Firm - Results (20 Points) MBA 599.01; MBA 599.04; & MBA 599.06 Program Outcome #1 - Apply key knowledge of core business management functions (management, marketing, accounting, and finance) Description of the firm (brief history, critical strategic events, competitors, leadership, etc.). If there are any general situational assumptions or limitations on the scope of the analysis, these should also be specified here. This section should be limited to a maximum of five pages. Note: Some students may select a new business venture for a firm they would seriously consider starting. For these students, this section					

will focus on a research based history, critical strategic events, emerging competition, and industry leaders.

1.0 Strategic Analysis - Results (20 Points) ⓘ

MBA 599.02 & MBA 599.03

Outcome #5 - Recognize and effectively analyze complex business problems using critical thinking skills

The strategic analysis of the firm. The results of each strategic tool are presented along with a discussion of importance and implications. Also required are sections for financial analysis and assumptions, although the specific contents of these sections may vary considerably.

- Discussion on external opportunities and threats

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Points Equal 0 No Assignment Submitted.	Section Points Possible < 15 Includes few of the strategic tools. Omits discussing implications and importance of the tools. Financial analysis is superficial and does not include many ratios or full five year financial projections.	Section Points Possible 15-16 Many strategic tools used (omits three). Tools are summarized, but not discussed (omits importance and implications of the tools). Financial analysis is mostly complete (omits one or two areas). Partial five year financial projections included and assumptions discussed.	Section Points Possible 17-18 Most strategic tools used (omits one or two). Implications and importance of the tools are discussed. Financial analysis is mostly complete (omits one or two areas). Full five year financial projections included and assumptions discussed.	Section Points Possible 19-20 All strategic tools (S/W/O/T, CPM, EFE, SPACE, BCG) are used and discussion includes both importance and implications of the tools. Thorough financial analysis performed including full five year financial projections included and assumptions discussed.

- Discussion on internal strength and weaknesses
- Subsection for each model (CPM, EFE, IFE, SWOT, SPACE, BCG, IE, QSPM) on the firm, analysis and strategic implications
- Specific strategic strategies and long-term objectives

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1.0 Final Strategic Assessment - Results (20 Points) MBA 599.07 & MBA 599.09 Outcome #6 - Make ethical business decisions within the context of a diverse set of stakeholders and in an economically responsible manner Final strategic assessment. This section should integrate the findings from all of the analytical exercises employed in Phase 2 (strategic analysis of the firm). A final and all- encompassing	Points Equal 0 No Assignment Submitted.	Section Points Possible < 15 Final strategic assessment partially performed. Briefly mentions ethical implications of decisions and eliminates Saint Leo core values from discussion. Strategic implications of the financial analysis superficially discussed. Does not review key strategies and actions or presents actions / strategies that were not developed in the project. Does not evaluate strategies and actions. Recommendations made, but not supported with sound evidence / rationale. Contingency plans not discussed. Timeline for implementation not presented. Alternatives and contingency plans discussed, including potential competitor reactions.	Section Points Possible 15-16 Final strategic assessment performed. Briefly mentions ethical implications of decisions and Saint Leo core values but does not fully discuss either. Strategic implications of the financial analysis partially addressed. Some key strategies and actions reviewed. Evaluation of strategies and actions not performed. Recommendations made, but alternatives / contingency plans not discussed. Timeline for implementation inadequately discussed.	Section Points Possible 17-18 Final strategic assessment performed. Mentions ethical implications of decisions and Saint Leo core values integrated into discussion. Strategic implications of the financial analysis mostly discussed. Reviews most key strategies and actions discussed earlier. Partially evaluates strategies and actions and makes recommendations based on the evaluation. Timeline for implementation presented but not complete. Alternatives and contingency plans discussed, including potential competitor reactions.	Section Points Possible 19-20 Final strategic assessment performed. Discusses ethical implications of decisions and integrates Saint Leo core values into discussion. Strategic implications of the financial analysis discussed. Reviews key strategies and actions. Evaluates strategies and actions and makes recommendations based on the evaluation. Timeline for implementation presented. Alternatives and contingency plans discussed, including potential competitor reactions.

analysis is presented, along with recommendations that you would make to the firm’s board of directors. This would include identifying what you would and would not do, and outlining any relevant alternate scenario plans or contingency plans. Be sure to address any potential competitive reaction.

- Revenue, cost, and financial implications. (Note: you should prepare five-year financial statements)
- Project timeline, key milestones, and specific annual objectives
- Method for reviewing and evaluating strategy implementation

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1.0 i Technology - Results (10 Points) MBA 599.10 Outcome #4 - Apply widely used technology to management issues The plan should discuss current use of technology, consideration of any new technology solutions or potential for improvements in the use of technology. Internal Assessment Current Strategy (brief description of the firm’s current strategies), be sure to discuss current use of technology Recommendation changes (if needed) to the structure, culture (including values), processes, rewards and technology	Points Equal 0 No Assignment Submitted.	Section Points Possible < 7 Discussion of either current strategies or recommended strategies do not mention how the firm uses of technology. Project fails to address the impact of technology on the firm or its strategies.	Section Points Possible 7-8 Current strategies mention use of technology, but fail to address the impact of technology on the firm and its strategies. Recommended changes mention technology, but fail to address impact on the firm or the suggested strategies.	Section Points Possible 9 Current strategies mostly address use of technology, but fail to adequately address the impact of technology on the firm. Recommended changes mostly addresses benefits of improving technology, but fail to fully address impact on the firm.	Section Points Possible 10 Use of technology embedded in discussion of firm's current strategies. Recommended changes includes discussion of the impact of improving use of technology by the firm.				
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1.0

Written Communication - Results

(10 Points)



MBA 599.08A

Outcome #2A - Exhibit clear and concise written business communication skills

Written communication:

- Grammar
- Spelling
- Cover page
- Table of contents
- Use of appropriate business language and terms
- Consistency, clarity, and logical progression of analysis and conclusions

Points Equal 0

No Assignment Submitted.

Section Points Possible

< 7

Excessive grammar or spelling errors. Cover page and table of contents are included but not complete. inappropriate tone and business language used, with excessive use of jargon and editorializing. Analysis is not clear / logical.

Section Points Possible 7-8

Frequent grammar or spelling errors. Cover page and table of contents are included. Mostly appropriate tone and business language used, with considerable use of jargon and editorializing. Analysis is mostly clear and conclusions mostly derived from logical progression.

Section Points Possible 9

Some grammar or spelling errors. Cover page and table of contents are included with minimal omissions. Appropriate tone and business language used, with minimal use of jargon and no editorializing. Analysis is clear and concise, and progresses logically through the conclusions.

Section Points Possible 10

No grammar or spelling errors. Cover page and table of contents are included and comprehensive. Appropriate tone and business language used, with no use of jargon and no editorializing. Analysis is clear and concise, and progresses logically through the conclusions.

0.0

No Submission

1.0

Novice

2.0

Basic

3.0

Proficient

4.0

Exceptional

1.0 ? Oral Communication - Results (10 Points) i MBA 599.08B Outcome #2B- Exhibit clear and concise oral business communication skills 1. Use of Media -Visual aids are used are • Appropriate and professional. • Easy to read. • Contribute to the overall effectiveness of the presentation. 2. Delivery • Language choices are appropriate and enhance the effectiveness of the presentation. • Delivery techniques make the presentation compelling. • Presenter sound polished and confident. • Presenter engages the audience. • Presenters stays within the allotted time limit (approximately 10-15 minutes)	Points Equal 0 No Assignment Submitted.	Section Points Possible < 7 Use of media is inadequate and detracts from the effectiveness of the presentation. Slides hard to follow, are cluttered and/or overloaded with text. Narration is not clear and detracts from effectiveness of presentation. Presenter does not sound confident and polished, and is not engaging for audience. Significantly deviates from time limit (more than our minutes over or under).	Section Points Possible 7-8 Use of media is fair but may begin to detract from the effectiveness of the presentation. Slides somewhat cluttered and/or overloaded with text. Narration is not clear and begins to detract from effectiveness of presentation. Presenter does not sound confident and polished, and is not engaging for audience. Stays within three or four minutes of time limit.	Section Points Possible 9 Use of media is good and contributes to the effectiveness of the presentation. Slides easy to read and not overloaded with text / clutter. Narration is mostly clear but does not detract from effectiveness of presentation. Presenter sounds confident and polished, and is somewhat engaging for audience. Stays within one or two minutes of time limit.	Section Points Possible 10 Use of media is excellent and contributes to the effectiveness of the presentation. Slides easy to read and not overloaded with text / clutter. Narration is clear and enhances effectiveness of presentation. Presenter sounds confident and polished, and effectively engages audience. Stays within time limit (10-15 minutes).
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