

Individual Assignment: Week 5: Apply Strategic Management Project Presentation <i>Name:</i> <i>Content</i>	<i>Met (100%)</i>	<i>Partially Met (60%)</i>	<i>Not Met (< 60%)</i>	Comments:
Summarize your evaluation of the alignment between what Caterpillar Inc. is currently doing and their mission, vision, or values statement (9.0 Points)				
Recommend changes to make to Caterpillar Inc.'s mission, vision, or values statements to improve organizational goals. (9.0 Points)				
Summarize your analysis of the strengths and weaknesses of Caterpillar Inc's competitive advantages and disadvantages. (9.0 Points)				
Recommended operational changes to				

improve Caterpillar Inc.'s competitive advantages and business performance. (9.0 Points)				
Proposed a plan to measure and monitor the effectiveness of recommended operational changes in Caterpillar Inc.'s competitive advantages to achieve organizational goals. (8.0 Points)				
Summarize an assessment of Caterpillar Inc.'s global strategy (8.0 Points)				
Recommend operational changes to improve Caterpillar Inc.'s global strategy and business performance. (8.0 Points)				
Proposed a plan to measure and monitor the effectiveness of recommended operational changes to Caterpillar Inc.'s global strategy to achieve organizational				

goals (8.0 Points)				
The presentation is 12 to 14 slides and is appropriate for the audience (excluding the title slide and reference slide). (4.0 Points)				
The presentation includes relevant media and visual aids. (3.0 Points)				
		<i>Total Available</i>	<i>Total Earned</i>	
		75		
Writing Guidelines	<i>Met (100%)</i>	<i>Partially Met (60%)</i>	<i>Not Met (< 60%)</i>	Comments:
The presentation is laid out with effective use of headings, font styles, font sizes, and white space. (10.0 points)				
Intellectual property is recognized with in-text citations and a reference slide. (10.0 points)				
The presentation includes an introduction and conclusion that preview and review major points. (10.0 points)				
Major points are stated clearly; are supported by specific details, examples, or analysis; and are organized logically. (10.0				

points)				
Rules of grammar and usage are followed. Including spelling and punctuation. (10.0 points)				
		<i>Total Available</i>	<i>Total Earned</i>	
		50		
Assignment Total	#	100		
Additional comments:				