

Title M1A1 Strategic Analysis: Choose an Organization

For your strategic analysis assignment, you should choose an organization that you are familiar with. You will develop a strategic analysis for this organization in order to determine whether or not adopting a new sustainability initiative is possible. The sustainable initiative you will be writing about is whether or not the organization should use recycled materials to build their products without re-dyeing or modifying the material in any way. Consider parent companies if the organization is a subsidiary, or stockholders if the organization is public.

Your proposal should include the following:

- The organization you chose and why you chose it.
- The organization's history, the industry it is in, and its market position.
- The organization's staff, relations, corporate culture, and mission.
- Your rationale for why the sustainable initiative makes sense to implement in the organization. This should be supported by evidence, and should address both management and all the stakeholders..

This assignment should be 3 to 4 pages in length, include evidence-based research, and be formatted following APA guidelines.

	Unacceptable	Minimally Responsive	Satisfactory	Exemplary	Weight
Description and Details of Organization	An organization is identified by hardly described, if at all.	An organization is identified, and information about the chosen organization is briefly described, with important details vague or missing. More information is needed on the organization's history, industry, market position, staff, relations, corporate culture, and mission.	Information about the chosen organization is generally described, including the company history, industry, market position, staff, relations, corporate culture, and mission. Information provided is relevant and important in building the foundation on which the sustainable initiative will be built, though more details are needed to fill in important gaps.	Information about the chosen organization is described in detail, including the company history, industry, market position, staff, relations, corporate culture, and mission. Information provided is relevant and important in building the foundation on which the sustainable initiative will be built.	
Score	0	24	32	40	/40
Appropriateness and Justification for/against Sustainable Initiative	No claims were made to justify the need for sustainable initiative for the targeted organization.	Claims for the need of a sustainable initiative for the targeted organization are provided but is not appropriate to the targeted organization. Claims are vaguely supported, with inaccurate justifications not necessarily relevant to the targeted conceptual underpinnings of management theories.	Claims for the need of a sustainable initiative for the targeted organization are clearly laid out, and is relevant and specific to the targeted organization, but may not address management and all stakeholders. Claims are supported with appropriate and evidence-based explanations and justifications relevant to the targeted	Claims for the need of a sustainable initiative for the targeted organization are thoroughly described, and are appropriate, addressing both management and stakeholders. Claims are supported with clear, thorough, appropriate, and evidence-based explanations and justifications relevant to the conceptual underpinnings of management theories.	

			conceptual underpinnings of management theories, with some major details missing.		
Score	0	30	42	50	/50
Writing Quality/APA Style	Frequent problems with organization, clarity and/or conventions make the paper hard to read. APA style guidelines are not adhered to, Possible plagiarism risks the appearance of cheating.	Numerous mechanical errors are distracting; and organization of ideas are lacking, but not enough to interfere with meaning. APA style guidelines are attempted, with major errors.	There are few problems with organization, clarity or conventions that should have been fixed. APA style guidelines are followed, with only minor errors; however, these problems and errors are not serious enough to distract the reader.	The writing is well organized and clear; there are minimal problems with spelling, punctuation, and grammar; APA style guidelines are followed accurately.	
Score	0	6	8	10	/10