

Title M8A2 Strategic Analysis: Final Submission

Congratulations, you made it to the end! For this assignment you will be compiling all of your strategic analysis assignments together and submitting your final document. Be sure you incorporated your instructor's feedback on each assignment. This submission must be a minimum of 13 to 20 pages and include a SWOT analysis.

	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	6	8	10	/10
Analysis and Critical Lens of Sustainable Initiative Implementation to Organization	Parts of the SWOT analysis may be identified, but are only generically and vaguely discussed. Information provided is neither sufficient nor relevant to making conclusions about the appropriateness of implementing the sustainable initiative to the organization.	Each part of the SWOT analysis is identified, but only briefly discussed in context of the new sustainable initiative. Information about the analysis is vague or missing. The information provided is not sufficient to make conclusions about the appropriateness of implementing the sustainable initiative to the organization.	Each part of the SWOT analysis is identified and discussed, including the strengths, weaknesses, opportunities, and threats of the new sustainable initiative and is related to using recycled, unmodified materials to make the company's products. Minor details are missing. The information provided is generally important in making conclusions about the appropriateness of implementing the sustainable initiative to the organization, though some may not be relevant.	Each part of the SWOT analysis is identified and discussed in detail, including the strengths, weaknesses, opportunities, and threats of the new sustainable initiative, and is related to using recycled, unmodified materials to make the company's products. The information provided for the analysis is relevant and important in making conclusions about the appropriateness of implementing the sustainable initiative to the organization.	
Score	0	16	18	20	/20
Analysis and Critical Lens of Competitor	The competitor may be identified and vaguely described, but the competitiveness and threat of the competitor is not discussed, or if they are, they are vague, inappropriate, and inaccurate.	The competitor is identified and described, and analyzed with only one perspective OR Different perspectives are generically discussed, providing summaries instead of critical analyses of perspectives in the context of the competitiveness and threat of the competitor.	The competitor is identified, described, and analyzed critically using multiple perspectives (e.g., strengths, weaknesses), generally illustrating its competitiveness and potential threat to the targeted organization. Minor details are missing. These claims are generally	The competitor is identified, described, and analyzed critically using multiple perspectives (e.g., strengths, weaknesses), discussing in detail and with evidence to illustrate its competitiveness and potential threat to the targeted organization. Supporting details and evidences to	

		Minimal to no evidence are provided to support claims.	supported with evidence and reasons, with minor details missing.	justify claims are relevant, accurate, and specific to the claims.	
Score	0	16	18	20	/20
Application and Connections of theories and concepts	Practices and solutions may be identified but not further explained.	Best practices and solutions identified are relevant to business management theories, but the connections made are vague, or not explicit. Many more details and explicit connections between practices and solutions, theories and the targeted organization are necessary in order to build a case for the recommended practices and solutions as the best, preferred ones.	Best practices and solutions identified are relevant to specific business management theories, with connections to the targeted organization made appropriately, and minor details missing. Details provided are generally relevant in building a case for the recommended practices and solutions being the best, preferred ones. Additional details would further strengthen this foundation.	Best practices and solutions identified are clearly relevant to specific business management theories, with connections to the targeted organization made appropriately and in detail. Details provided are relevant and important in building a strong case for the recommended practices and solutions being the best, preferred ones.	
Score	0	16	18	20	/20
Appropriateness and Justification for/against a Sustainable Initiative	No conclusions were made to justify the need for/against sustainable initiative for the targeted organization.	Conclusions for/against 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.	Conclusions for/against the need of a sustainable initiative for the targeted organization are clearly laid out and described, and generally justified. Multiple perspectives are generally presented, and are 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 conceptual underpinnings of management theories, with some major details missing.	Conclusions for/against the need of a sustainable initiative for the targeted organization are thoroughly described and justified. Multiple perspectives are presented and analyzed, appropriately 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.	
Score	0	16	18	20	/20
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