



MBA 690 Module Two Short Paper Guidelines and Rubric

In Module Two, you will submit a strategy development paper.

Prompt: This paper will be composed of two parts:

Part I: State your overall company strategy to support the business goal of your chosen business opportunity in technical terms such as pricing, differentiation, and responsiveness.

Part II: Provide an initial demand forecast for your product/service for the first six months of operation. Discuss the technical rationale for your forecasting method and why it is better than other methods of forecasting.

Specifically, the following **critical elements** must be addressed:

- Clearly explain your **company's strategy** to support the business goal of your chosen business opportunity in technical terms such as pricing, differentiation, and responsiveness.
- Provide an initial **demand forecast** for your product/service for the first six months of operation.
- Discuss the **technical rationale** for your forecasting method and why it is better than other methods of forecasting.

Guidelines for Submission: This short paper should adhere to the following formatting requirements: It is submitted as a Word document, 1 to 2 pages (not including title and reference pages), double-spaced, using 12-point Times New Roman font and one-inch margins. All APA citations should reference the course text and at least two additional resources.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Company's Strategy	Clearly explains company's strategy to support business goal and provides detailed technical terms	Clearly explains company's strategy to support business, goal but lacks detailed technical terms	Does not explain company's strategy	30
Demand Forecast	Provides initial demand forecast for product/service for six months	Provides initial demand forecast for product/service for less than six months	Does not provide initial demand forecast	30
Technical Rationale	Discusses the technical rationale for forecasting method and provides explanation of why it is better	Discusses the technical rationale for forecasting method, but does not explain why it is better	Does not discuss the technical rationale for forecasting method	30

Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%