

Industry Overview Grading Guide

**ENT/588 Version 2**

Special Topics: Innovation and Design

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Edited in accordance with University of Phoenix® editorial standards and practices.

**Individual Assignment:** Industry Overview

**Purpose of Assignment**

Students will develop the nuts and bolts of their business operations, including raw materials and production needs as well as facility and equipment needs.

**Resources Required**

Chapter 1, 2, 3, 7, 9 and Week 2 ERRs

**Grading Guide**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Content*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| **Explain your design, manufacturing, distribution, and sales chain for a product, or your planned customer experience for a service-oriented business.** |  |  |  |   |
| **Detail your inventory and cash flow systems.** |  |  |  |  |
| **Create detailed pricing and sales strategies.** |  |  |  |  |
| The paper is 700 words in length. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | ***3*** | #/X |  |
| ***Writing Guidelines*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| The paper—including tables and graphs, headings, title page, and reference page—is consistent with APA formatting guidelines and meets course-level requirements. |  |  |  |  |
| Intellectual property is recognized with in-text citations and a reference page. |  |  |  |  |
| Paragraph and sentence transitions are present, logical, and maintain the flow throughout the paper. |  |  |  |  |
| Sentences are complete, clear, and concise. |  |  |  |  |
| Rules of grammar and usage are followed including spelling and punctuation. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|   |  | ***2*** | #/X |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assignment Total** | **#** | 5 | #/X |  |
| Additional comments: |