

Industry Overview Grading Guide

**ENT/588 Version 2**

Special Topics: Innovation and Design

***Copyright***

Copyright © 2017 by University of Phoenix. All rights reserved.

University of Phoenix® is a registered trademark of Apollo Group, Inc. in the United States and/or other countries.

Microsoft®, Windows®, and Windows NT® are registered trademarks of Microsoft Corporation in the United States and/or other countries. All other company and product names are trademarks or registered trademarks of their respective companies. Use of these marks is not intended to imply endorsement, sponsorship, or affiliation.

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: | | | | |