

MT460: Unit 1 Discussion

Unit 1 Discussion Grading Rubric			
Assignment Criteria	Points Possible	Possible Earned	Comments
Developed a thesis statement to conceptualize the purpose of strategy in business, explain why and how leaders and/or managers use it to gain competitive advantage.	3		
Analyzed and explained the process for formulating business strategy.	3		
Critically evaluated the purpose of the organizational vision, mission, purpose, philosophy, and goals of a business.	3		
Analyzed and explained how the management strategy hierarchy leads to competitive advantage.	3		
As a result of business strategy, explained the pro's and con's of cost and differentiation types of competitive advantage.	3		
Use examples to relate theories, principles, and concepts to real world application of strategy in business and industry.	3		
Used a minimum of three peer-reviewed, scholarly research resources to substantiate your critical thinking, and to provide viable reasoning for your perspectives.	3		
Provided unique perspective using no more than one direct quote from research resources. Effectively synthesized research by paraphrasing.	2		
Made two substantial response posts.	2		
Clarity / Organization (50%) <i>You are expected to meet the following requirements with ease in a 400 level course. Penalties will be calculated as a percentage up to 50% of the grade and will apply if the following criteria are not met.</i>			
Used 500 Words Minimum.	-		
Applied expository writing style .	-		
Applied proper APA style referencing format.	-		
No spelling and grammatical mistakes.	-		
Appropriate language.	-		

Professional use of abbreviations and acronyms.	-		
Professionalism / Netiquette (100%) <i>You are required to be professional. A grade of zero will be issued if issues arise.</i>			
Respect and consideration toward peers/instructors.	-		
Late Penalty (-20%)			
Total	25		