



MBA 690 Module One Short Paper Guidelines and Rubric

It is essential to understand the development of one's own industry in context of the factors that drove change in the past. These may also be some of the same factors that will continue to drive change in the future.

Prompt: Based on the business plan you created in MBA 560: Marketing and Strategy, describe the impact of those factors of change identified in your discussion posting this week. Identify key obstacles/opportunities that necessitated the changes and the nature of changes made in the related industry. The assessment should include a section on both the enabling factors and the inhibiting factors that drove the change. The [force field analysis](#) technique can be used to help illustrate this concept. The related article and video in the Module One resources can help you with this concept.

This assignment will help you complete Milestone One, which is due in Module Three.

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

- Describe the **impact of change** in an industry of your choice.
- Identify **key obstacles/opportunities** that necessitated the changes and the nature of changes made in the related industry.
- Assess the **enabling factors** and the **inhibiting factors** that drove the change.

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
Impact of Change	Describes the impact of change in the industry and includes a detailed explanation of the key factors	Describes the impact of change in the industry, but lacks detailed explanation of the key factors	Does not describe impact of change in the industry	30
Key Obstacles/ Opportunities	Identifies the key obstacles and opportunities that drove change in the industry and includes detailed explanation of the nature of the changes	Identifies the key obstacles and opportunities that drove change in the industry, but lacks detailed explanation of the nature of the changes	Does not identify the key obstacles and opportunities that drove change	30
Enabling/Inhibiting Factors	Assesses the enabling factors and the inhibiting factors that drove the change in the industry and includes a detailed explanation of the key factors	Assesses the enabling factors and the inhibiting factors that drove the change in the industry, but lacks detailed explanation of the key factors	Does not assess the enabling factors and the inhibiting factors that drove the change	30

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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%