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| **Points: 300** | **Assignment 3: Business-Level and Corporate-Level Strategies** | | | | |
| **Criteria** | **Unacceptable** **Below 60% F** | **Meets Minimum Expectations** **60-69% D** | **Fair** **70-79% C** | **Proficient** **80-89% B** | **Exemplary** **90-100% A** |
| 1. Analyze the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion. Weight: 20% | Did not submit or incompletely analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Did not submit or incompletely justified your opinion. | Insufficiently analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Insufficiently justified your opinion. | Partially analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Partially justified your opinion. | Satisfactorily analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Satisfactorily justified your opinion. | Thoroughly analyzed the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Thoroughly justified your opinion. |
| 2. Analyze the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion. Weight: 20% | Did not submit or incompletely analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Did not submit or incompletely justified your opinion. | Insufficiently analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Insufficiently justified your opinion. | Partially analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Partially justified your opinion. | Satisfactorily analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Satisfactorily justified your opinion. | Thoroughly analyzed the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. A  Thoroughly justified your opinion. |
| 3. Analyze the competitive environment to determine the corporation's most significant competitor. A Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. Justify your choice. Weight: 25% | Did not submit or incompletely analyzed the competitive environment to determine the corporation's most significant competitor. A Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. Did not submit or incompletely justified your choice. | Insufficiently analyzed the competitive environment to determine the corporation's most significant competitor. A Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. A  Insufficiently justified your choice. | Partially analyzed the competitive environment to determine the corporation's most significant competitor. A Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. A  Partially justified your choice. | Satisfactorily analyzed the competitive environment to determine the corporation's most significant competitor. A Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. A  Satisfactorily justified your choice. | Thoroughly analyzed the competitive environment to determine the corporation's most significant competitor. A Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. A  Thoroughly justified your choice. |
| 4. Determine whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets. Weight: 20% | Did not submit or incompletely determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets. | Insufficiently determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets. | Partially determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets. | Satisfactorily determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets. | Thoroughly determined whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets. |
| 5. 3 references Weight: 5% | No references provided | Does not meet the required number of references; all references poor quality choices. | Does not meet the required number of references; some references poor quality choices. | Meets number of required references; all references high quality choices. | Exceeds number of required references; all references high quality choices. |
| 6. Clarity, writing mechanics, and formatting requirements Weight: 10% | More than 8 errors present | 7-8 errors present | 5-6 errors present | 3-4 errors present | 0-2 errors present |

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.