Name: **BUS335 Week 10 Assignment 2: Business Expansion and Sustainability**

Description: **BUS335 Week 10 Assignment 2: Business Expansion and Sustainability**



* [**Grid View**](https://blackboard.strayer.edu/webapps/rubric/do/course/gradeRubric?mode=grid&isPopup=true&rubricCount=1&prefix=_19496933_1&course_id=_251470_1&maxValue=280.0&rubricId=_767810_1&viewOnly=true&displayGrades=false&type=grading&rubricAssoId=_959830_1)
* [List View](https://blackboard.strayer.edu/webapps/rubric/do/course/gradeRubric?mode=grid&isPopup=true&rubricCount=1&prefix=_19496933_1&course_id=_251470_1&maxValue=280.0&rubricId=_767810_1&viewOnly=true&displayGrades=false&type=grading&rubricAssoId=_959830_1)

|  | **Unacceptable Below 60% F** | **Meets Minimum Expectations 60-69% D** | **Fair 70-79% C** | **Proficient 80-89% B** | **Exemplary 90-100% A** |
| --- | --- | --- | --- | --- | --- |
| **BUS335-A2-1 1. Identify three (3) job requirements (e.g., needed certifications, previous work experience, external influences, etc.) that could apply to your chosen scenario. Determine two (2) ways these requirements could impact staffing at your organization. Next, suggest one (1) strategy that you could utilize to ensure that all applicants meet the identified job requirements for your organization. Justify your response. Weight: 15%** | Points Range:0 (0%) - 24.78 (8.85%)  Did not submit or incompletely identified three (3) job requirements (e.g., needed certifications, previous work experience, external influences, etc.) that could apply to your chosen scenario. Did not submit or incompletely determined two (2) ways these requirements could impact staffing at your organization. Did not submit or incompletely suggested one (1) strategy that you could utilize to ensure that all applicants meet the identified job requirements for your organization. Did not submit or incompletely justified your response. | Points Range:25.2 (9%) - 28.98 (10.35%)  Insufficiently identified three (3) job requirements (e.g., needed certifications, previous work experience, external influences, etc.) that could apply to your chosen scenario. Insufficiently determined two (2) ways these requirements could impact staffing at your organization. Insufficiently suggested one (1) strategy that you could utilize to ensure that all applicants meet the identified job requirements for your organization. Insufficiently justified your response. | Points Range:29.4 (10.5%) - 33.18 (11.85%)  Partially identified three (3) job requirements (e.g., needed certifications, previous work experience, external influences, etc.) that could apply to your chosen scenario. Partially determined two (2) ways these requirements could impact staffing at your organization. Partially suggested one (1) strategy that you could utilize to ensure that all applicants meet the identified job requirements for your organization. Partially justified your response. | Points Range:33.6 (12%) - 37.38 (13.35%)  Satisfactorily identified three (3) job requirements (e.g., needed certifications, previous work experience, external influences, etc.) that could apply to your chosen scenario. Satisfactorily determined two (2) ways these requirements could impact staffing at your organization. Satisfactorily suggested one (1) strategy that you could utilize to ensure that all applicants meet the identified job requirements for your organization. Satisfactorily justified your response. | Points Range:37.8 (13.5%) - 42 (15%)  Thoroughly identified three (3) job requirements (e.g., needed certifications, previous work experience, external influences, etc.) that could apply to your chosen scenario. Thoroughly determined two (2) ways these requirements could impact staffing at your organization. Thoroughly suggested one (1) strategy that you could utilize to ensure that all applicants meet the identified job requirements for your organization. Thoroughly justified your response. |
| **BUS335-A2-2 2. Outline a long-term recruitment plan that contains at least four (4) components, is aligned with your company’s recruitment strategy, but also addresses possible job skill or credential shortages. Weight: 15%** | Points Range:0 (0%) - 24.78 (8.85%)  Did not submit or incompletely outlined a long-term recruitment plan that contains at least four (4) components, is aligned with your company’s recruitment strategy, but also addresses possible job skill or credential shortages. | Points Range:25.2 (9%) - 28.98 (10.35%)  Insufficiently outlined a long-term recruitment plan that contains at least four (4) components, is aligned with your company’s recruitment strategy, but also addresses possible job skill or credential shortages. | Points Range:29.4 (10.5%) - 33.18 (11.85%)  Partially outlined a long-term recruitment plan that contains at least four (4) components, is aligned with your company’s recruitment strategy, but also addresses possible job skill or credential shortages. | Points Range:33.6 (12%) - 37.38 (13.35%)  Satisfactorily outlined a long-term recruitment plan that contains at least four (4) components, is aligned with your company’s recruitment strategy, but also addresses possible job skill or credential shortages. | Points Range:37.8 (13.5%) - 42 (15%)  Thoroughly outlined a long-term recruitment plan that contains at least four (4) components, is aligned with your company’s recruitment strategy, but also addresses possible job skill or credential shortages. |
| **BUS335-A2-3 3. Describe three (3) branding strategies that you would employ to attract qualified applicants to your organization. Next, suggest three (3) communication methods that you would utilize to reach out to applicants. Predict the outcome of integrating your branding strategies and communication methods at your organization. Provide a rationale for your response. Weight: 20%** | Points Range:0 (0%) - 33.04 (11.8%)  Did not submit or incompletely described three (3) branding strategies that you would employ to attract qualified applicants to your organization. Did not submit or incompletely suggested three (3) communication methods that you would utilize to reach out to applicants. Did not submit or incompletely predicted the outcome of integrating your branding strategies and communication methods at your organization. Did not submit or incompletely provided a rationale for your response. | Points Range:33.6 (12%) - 38.64 (13.8%)  Insufficiently described three (3) branding strategies that you would employ to attract qualified applicants to your organization. Insufficiently suggested three (3) communication methods that you would utilize to reach out to applicants. Insufficiently predicted the outcome of integrating your branding strategies and communication methods at your organization. Insufficiently provided a rationale for your response. | Points Range:39.2 (14%) - 44.24 (15.8%)  Partially described three (3) branding strategies that you would employ to attract qualified applicants to your organization. Partially suggested three (3) communication methods that you would utilize to reach out to applicants. Partially predicted the outcome of integrating your branding strategies and communication methods at your organization. Partially provided a rationale for your response. | Points Range:44.8 (16%) - 49.84 (17.8%)  Satisfactorily described three (3) branding strategies that you would employ to attract qualified applicants to your organization. Satisfactorily suggested three (3) communication methods that you would utilize to reach out to applicants. Satisfactorily predicted the outcome of integrating your branding strategies and communication methods at your organization. Satisfactorily provided a rationale for your response. | Points Range:50.4 (18%) - 56 (20%)  Thoroughly described three (3) branding strategies that you would employ to attract qualified applicants to your organization. Thoroughly suggested three (3) communication methods that you would utilize to reach out to applicants. Thoroughly predicted the outcome of integrating your branding strategies and communication methods at your organization. Thoroughly provided a rationale for your response. |
| **BUS335-A2-4 4. Determine two (2) selection processes for recruiting new employees that could apply to your chosen scenario and then identify five (5) selection criteria that you could use when hiring new employees. Next, analyze the effect of the five (5) identified selection criteria on long-term employee retention and preservation of organizational knowledge. Justify your response. Weight: 20%** | Points Range:0 (0%) - 33.04 (11.8%)  Did not submit or incompletely determined two (2) selection processes for recruiting new employees that could apply to your chosen scenario and then did not submit or incompletely identified five (5) selection criteria that you could use when hiring new employees. Did not submit or incompletely analyzed the effect of the five (5) identified selection criteria on long-term employee retention and preservation of organizational knowledge. Did not submit or incompletely justified your response. | Points Range:33.6 (12%) - 38.64 (13.8%)  Insufficiently determined two (2) selection processes for recruiting new employees that could apply to your chosen scenario and then insufficiently identified five (5) selection criteria that you could use when hiring new employees. Insufficiently analyzed the effect of the five (5) identified selection criteria on long-term employee retention and preservation of organizational knowledge. Insufficiently justified your response. | Points Range:39.2 (14%) - 44.24 (15.8%)  Partially determined two (2) selection processes for recruiting new employees that could apply to your chosen scenario and then partially identified five (5) selection criteria that you could use when hiring new employees. Partially analyzed the effect of the five (5) identified selection criteria on long-term employee retention and preservation of organizational knowledge. Partially justified your response. | Points Range:44.8 (16%) - 49.84 (17.8%)  Satisfactorily determined two (2) selection processes for recruiting new employees that could apply to your chosen scenario and then satisfactorily identified five (5) selection criteria that you could use when hiring new employees. Satisfactorily analyzed the effect of the five (5) identified selection criteria on long-term employee retention and preservation of organizational knowledge. Satisfactorily justified your response. | Points Range:50.4 (18%) - 56 (20%)  Thoroughly determined two (2) selection processes for recruiting new employees that could apply to your chosen scenario and then thoroughly identified five (5) selection criteria that you could use when hiring new employees. Thoroughly analyzed the effect of the five (5) identified selection criteria on long-term employee retention and preservation of organizational knowledge. Thoroughly justified your response. |
| **BUS335-A2-5 5. Suggest two (2) assessment methods that you could employ to select new employees for your organization and then analyze the validity and reliability of each method in regard to the job your organization is offering. Next, identify four (4) job predictors that you believe can assess candidates’ knowledge, skills, abilities, and other skills and experiences (KSAO’s). Provide support for your rationale. Weight: 15%** | Points Range:0 (0%) - 24.78 (8.85%)  Did not submit or incompletely suggested two (2) assessment methods that you could employ to select new employees for your organization and then did not submit or incompletely analyzed the validity and reliability of each method in regard to the job your organization is offering. Did not submit or incompletely identified four (4) job predictors that you believe can assess candidates’ knowledge, skills, abilities, and other skills and experiences (KSAO’s). Did not submit or incompletely provided support for your rationale. | Points Range:25.2 (9%) - 28.98 (10.35%)  Insufficiently suggested two (2) assessment methods that you could employ to select new employees for your organization and then insufficiently analyzed the validity and reliability of each method in regard to the job your organization is offering. Insufficiently identified four (4) job predictors that you believe can assess candidates’ knowledge, skills, abilities, and other skills and experiences (KSAO’s). Insufficiently provided support for your rationale. | Points Range:29.4 (10.5%) - 33.18 (11.85%)  Partially suggested two (2) assessment methods that you could employ to select new employees for your organization and then partially analyzed the validity and reliability of each method in regard to the job your organization is offering. Partially identified four (4) job predictors that you believe can assess candidates’ knowledge, skills, abilities, and other skills and experiences (KSAO’s). Partially provided support for your rationale. | Points Range:33.6 (12%) - 37.38 (13.35%)  Satisfactorily suggested two (2) assessment methods that you could employ to select new employees for your organization and then satisfactorily analyzed the validity and reliability of each method in regard to the job your organization is offering. Satisfactorily identified four (4) job predictors that you believe can assess candidates’ knowledge, skills, abilities, and other skills and experiences (KSAO’s). Satisfactorily provided support for your rationale. | Points Range:37.8 (13.5%) - 42 (15%)  Thoroughly suggested two (2) assessment methods that you could employ to select new employees for your organization and then thoroughly analyzed the validity and reliability of each method in regard to the job your organization is offering. Thoroughly identified four (4) job predictors that you believe can assess candidates’ knowledge, skills, abilities, and other skills and experiences (KSAO’s). Thoroughly provided support for your rationale. |
| **BUS335-A2-6 6. 3 references Weight: 5%** | Points Range:0 (0%) - 8.26 (2.95%)  No references provided | Points Range:8.4 (3%) - 9.66 (3.45%)  Does not meet the required number of references, all references poor quality choices. | Points Range:9.8 (3.5%) - 11.06 (3.95%)  Does not meet the required number of references, some references poor quality choices. | Points Range:11.2 (4%) - 12.46 (4.45%)  Meets number of required references, all references high quality choices. | Points Range:12.6 (4.5%) - 14 (5%)  Exceeds number of required references, all references high quality choices. |
| **BUS335-A2-7 7. Clarity, writing mechanics, and formatting requirements Weight: 10%** | Points Range:0 (0%) - 16.52 (5.9%)  More than 8 errors present | Points Range:16.8 (6%) - 19.32 (6.9%)  7-8 errors present | Points Range:19.6 (7%) - 22.12 (7.9%)  5-6 errors present | Points Range:22.4 (8%) - 24.92 (8.9%)  3-4 errors present | Points Range:25.2 (9%) - 28 (10%)  0-2 errors present |

Name:**BUS335 Week 10 Assignment 2: Business Expansion and Sustainability**

Description:**BUS335 Week 10 Assignment 2: Business Expansion and Sustainability**