

MBA 560 Milestone Two Guidelines and Rubric

This milestone defines an organization’s core competencies, key strengths, and key weaknesses to provide strategic viability for it in the marketplace. These are important because they impact the strategic management process. Business decisions are made to capitalize on strengths, while avoiding potential dealings in which organizational weaknesses could compromise success. Core competencies are defining capabilities that provide strategic advantages because the competition cannot easily duplicate them. These relate to the final project because they provide the foundation for continued growth and success in the dynamic marketplace. They provide guidance that will go beyond the current product or service being presented in the business plan.

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

Section Four: Strengths and Weaknesses

For the company you have chosen, identify and analyze at least four, but no more than eight, strengths, weaknesses, opportunities, threats, and ethical issues. Then, assess opportunities, threats, and ethical issues that may affect new business activities or offerings. You must have at least one strength and one weakness. You may use topics listed in the Module Four discussion or others that you deem important.

Section Five: Core Competencies

Continue your paper by identifying and explaining three to five core competencies for the company you have chosen. Explain how and why they are not easily duplicable by the competition. Explain how these core competencies dovetail with your new product or service offering. Upon which competency or competencies will the new business offering benefit and why? What strategic implications will/could this have on the new offering?

Guidelines for Submission: Milestone Two should utilize double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. It should be 8-10 pages in length and follow APA formatting requirements.

| Critical Elements | Proficient (100%) | Needs Improvement (70%) | Not Evident (0%) | Value |
|--|--|---|---|-------|
| Strengths, Weaknesses, Opportunities, and Threats | Identifies and analyzes at least four, but no more than eight, strengths and weaknesses, opportunities, threats, and ethical issues that may affect new business activities or offerings | Identifies and analyzes at least two to four, but no more than six, strengths and weaknesses, opportunities, threats, and ethical issues that may affect new business activities or offerings | Identifies and analyzes only one to two strengths and weaknesses, opportunities, threats, and ethical issues that may affect new business activities or offerings | 45 |
| Core Competencies | Identifies and describes three to five core competencies; successfully identifies the benefits, competition, and strategic implications of the new product or service | Identifies and describes two to four core competencies; identifies the benefits and competition of the new product or service; needs to identify the strategic implications of the new product or service | Identifies and describes one to two core competencies; needs to identify the benefits, competition, and strategic implications of the new product or service | 45 |
| Writing (Mechanics/Citation) | Minor errors related to organization, grammar, style, and citations | Some errors related to organization, grammar, style, and citations | Major errors related to organization, grammar, style, and citations | 10 |

