

GB560: Unit 1 Assignment Grading Rubric

Unit 1 Assignment Grading Rubric Points are based on correct and thorough responses to the checklist items using critical analysis.	Percentage	Points Possible	Points Earned
(a) Provides the name of an existing organization per instructions provided. (b) Describes the organization's size (i.e., locations, divisions, employees) and summarizes the primary mission and vision of the organization. Does not simply copy from the organization's mission or vision statements. Selects an organization from the three (3) industries listed in the project instructions.		20	
(c) From researching the organization, identifies and explains an organization's single business process change needed for the coming year. The change can result from new or improved technologies, economic issues, or changes in the marketplace.		20	
(d) Utilizing the capability maturity model (CMM) or the Kotter 8 Step Model from the Learning Activity: - Outlines briefly what changes are needed at each of the stages. - Explains how using the chosen business process will improve organizational performance.		20	
(e) Evaluates Porter's three-phase process (page 29, figure 2.1; Learning Activity) for defining a company strategy and provides an original simple chart of the recommended change, addressing issues in each phase.		20	
Subtotal:	80%	80	
(f) Uses APA format and citation style and demonstrates consistency in the body of the paper, alignment with template headings, indenting paragraphs, proper margins, citations, and five references cited/referenced and formatted using APA 6th edition. A paper missing references will receive an automatic 20% reduction in grade. His/her paper is 3–4 pages in length.	20%	20	
Total Points	100%	Possible points total: 100	Total Points Earned: