Strategy Rubric

# Content

* Applied the competitive force model appropriately (10 points)
* Effectively identified all the key actors, and made persuasive analysis regarding the impacts of Internet based technologies on these actors (10 points)
* Reached logical conclusion on how information technologies have changed the industry structure (10 points)
* Applied the value chain model appropriately (10 points)
* Made effective assessment on the value chain of Amazon and Walmart (10 points)
* Clearly identified the strategic roles information systems play in strengthening the value chain of Amazon and Walmart (10 points)
* Reached logical conclusion on whether Walmart will be successful again Amazon.com and made adequate explanation to support the conclusions (10 points)

# Delivery

* Organization of ideas/arguments/information is clear and logical (6 points)
* Accurate, complete, concise, and persuasive explanation of key ideas (6 points)
* Use of supporting materials (e.g., examples, illustrations, quotations, etc.) is relevant and compelling (6 points)
* Very few grammatical or punctuation errors (6 points)
* The introduction provides an overview, and attracts the attention of the audience; the conclusion gives a summary and delivers important messages (6 points)