

Southern New Hampshire University
OL 325 Milestone One Guidelines and Rubric

The Strategic Analysis

The development of a **strategic analysis** guides all decisions made regarding your compensation systems throughout the project. The strategic analysis reveals firm-specific challenges, objectives, and initiatives that allow you to align the goals of a compensation system effectively with those of the company strategy.

The strategic analysis allows you to better understand the external market challenges e-sonic faces in addition to its internal capabilities. As a consultant, a thorough understanding of e-sonic's business environment allows you to better align your competitive system design with e-sonic's goals, challenges, and objectives. Follow the outline below when completing this portion of the project.

Strategic Analysis Outline:

1. Executive Summary (Concise conveys the project objectives and main findings. The executive summary is completed last, but included first in the strategic analysis.)
2. Strategic Analysis
 - a) Identification of e-sonic's industry based on the North American Industry Classification System (NAICS)
 - b) Analysis of e-sonic's external market environment
 - i. Industry Profile
 - ii. Competition
 - iii. Foreign Demand
 - iv. Long-Term Industry Prospects
 - v. Labor-Market Assessment
 - c) Analysis of Internal Capabilities
 - i. Functional Capabilities
 - ii. Human Resource Capabilities

The **Strategic Analysis** section is fully described in the MyManagementLab Building Strategic Compensation Systems casebook for faculty and students, linked in the MyLab course menu. Follow the explanations and outline to complete this milestone. ***The Strategic Analysis section is due at the end of Module Three.***

Rubric

Requirements of submission: Each section of the final project must follow these formatting guidelines: 5–7 pages, double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
The Strategic Analysis	Provides in-depth analysis that includes an executive summary and the strategic analysis with all of the elements of the outlines provided in the Building Strategic Compensation Project documentation, demonstrating a complete understanding of all concepts	Provides in-depth analysis that includes an executive summary and the strategic analysis with most of the elements of the outlines provided in the Building Strategic Compensation Project documentation	Provides an analysis that includes an executive summary and the strategic analysis with some of the elements in the outlines provided in the Building Strategic Compensation Project documentation	Does not provide an analysis that includes an executive summary and/or the strategic analysis with elements in the outlines provided in the Building Strategic Compensation Project documentation	50
Integration and Application	All of the course concepts are correctly applied	Most of the course concepts are correctly applied	Some of the course concepts are correctly applied	Does not correctly apply any of the course concepts	20
Critical Thinking	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions, but does not defend with evidence	Does not draw logical conclusions	20
Writing (Mechanics/Citations)	No errors related to organization, grammar and style, and APA citations	Minor errors related to organization, grammar and style, and APA citations	Some errors related to organization, grammar and style, and APA citations	Major errors related to organization, grammar and style, and APA citations	10
Total					100%