

# Final Assignment Grading Rubric

**Course: MT460   Unit: 10   Points: 125**

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## Unit 10 Final Assignment: The Strategic Plan Presentation

The **Final Assignment, due in Unit 10**, is your chance to bring it all together. This **Strategic Management Presentation** is an in-depth case study analysis and strategy for the company of your choice. Final Assignment Guidelines are also available in Course Documents.

You may choose either a large, well-known **Fortune 1,000 company** that has information readily available, or a smaller company in your city or town which has information in the local press (the larger company may be easier). Pretend that you are a **business and strategy consultant** hired by one of your chosen company's executives to present the new strategic plan to the **Board of Directors (BoD)**.

You will create this project in a **PowerPoint** presentation format. The Final Assignment PowerPoint template is available in Course Documents. Use a bulleted list for each slide (page) and support the bulleted ideas in the **Notes** section of the slide. Use the current **APA** style and format in the **Notes** description section of the slide. Include a **References** page at the end of the presentation for the outside sources you used and integrated in the presentation itself.

## Final Assignment Guidelines: Strategic Plan

A strategic plan is designed to be in use for three (3) to five (5) years. For your Final Assignment, you will write a strategic plan providing the following information:

- **Company Background**  
Identify the Fortune 1000 organization that you have chosen for your strategic plan. Provide a brief background of this organization including its products, services, and customers. Include the organization's strategic planning model and include the history of successes and failures associated with its processes.
- **Company Vision Statement and Mission Statements**  
What is the company's vision statement and mission statement along with its purpose, values, goals, and philosophy? How do these support the organization to realize its goals and objectives?
- **Leadership and Organizational Culture**  
Discuss how the new grand strategy will affect the company leadership infrastructure, and the organizational structure and culture. How can the company move to a more agile and virtual

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organization? How will the company manage the strategy-culture relationship due to the new change?

- **Corporate Social Responsibility, Business Ethics, and Policies Empowering Action**  
What is the company's stakeholder approach to social responsibility? What types of social responsibility does the organization practice and tout? What are the major trends in today's corporate social responsibility? How does the company create and utilize policies to empower employees to become socially responsible inside and outside of the organization? Describe the company's code of conduct (ethical principles and guidelines) and how the executive and management team practice these?
- **External Analysis (Opportunities and Threats) and Global Environment**  
Describe the company's external environment including the remote environment (economic factors, social factors, political factors, technological factors, ecological factors, and international environment). How does the company currently contend with the external forces and operating environment? What is the company's global strategic plan and how does it use firms in foreign markets for global reach?
- **Internal Analysis (Strengths and Weaknesses), Strategic Control, and Continuous Improvement**  
Define the company's internal environment. What Balanced Scorecard software or other strategic control software would you recommend to the company to manage, monitor, and sustain the implementation i.e. continuous improvement? Please explain the choice of software and illustrate the use of controls to guide and monitor strategic implementation.
- **Innovation and Entrepreneurship**  
Describe the concepts of incremental and breakthrough innovation, and the risks to be aware of. Define the new strategy as being either an incremental or breakthrough innovation process and how this supports the idea of continuous improvement. Is your recommended strategy entrepreneurial or intrapreneurial in nature? Please explain the benefits.
- **Strategic Analysis and Choice**  
Explain why a grand strategy is more beneficial to the company than a generic type of strategy.
- **Generic and Grand Strategies**

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Generic strategies are low-cost leadership, differentiation, speed-based, and marketing focused. Grand strategies include concentrated growth, market development, product development, innovation, horizontal acquisition, vertical acquisition, concentric diversification, turnaround, divestiture, liquidation, bankruptcy, joint ventures, strategic alliances, and consortia. Discuss the grand strategy chosen that will sustain and grow the company for many years to come and to keep competitive in its market place.

- **Long Term Objectives and Strategies**

What are the company's long term objectives in support of its overall grand strategy? What generic strategies has it entertained in the past and in current? Recommend a new grand strategy for long term growth and explain why you as a consultant have chosen it.

- **Short-term Objectives, Functional Tactics, and Implementation**

Discuss the implementation of the new grand strategy. What are the short term objectives required to support the new strategy? What functional tactics will support this implementation?

- **Restructuring, Reengineering, and Refocusing**

Discuss the type of restructuring and or reengineering that must take place to support the new grand strategy designed and proposed as well as its implementation. Emphasize the most critical activities that will enable the strategy to function optimally and effectively. Will the refocus entail business process outsourcing and/or modular organization? The idea is to transform the company into an agile, virtual organization.

Include a short **Introduction** and **Conclusion** in this Final Assignment PowerPoint presentation. Utilize current APA citation, format, and style. The presentation content should be twelve (12) to fourteen (14) slides; if more, feel free to include them.

Be sure to keep each slide to five bullets or less with ten or less words per bullet. You can fully describe and APA cite each in the **Notes** section of the PowerPoint slide itself. Use formal title and References slides per APA.

When completed with the Final Assignment, submit your Assignment to the Unit 10 Final Assignment **Dropbox** in a **PowerPoint** .ppt or .pptx document.

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MT460 Unit 10 Final Assignment Grading Rubric		
Maximum Percent	Criteria	Maximum Points
50%	<b>Content</b> <ul style="list-style-type: none"><li>• Develop a strategic plan.</li><li>• Modify a Fortune 1000 company's strategic planning mode to include an entrepreneurial mode.</li><li>• Create a new grand strategy for long term growth</li><li>• Create presentation in PowerPoint format.</li></ul>	63
30%	<b>Analysis and Critical Thinking</b> <ul style="list-style-type: none"><li>• Company Background</li><li>• Company Vision and Mission Statements</li><li>• Leadership and Organizational Culture</li><li>• Corporate Social</li><li>• Responsibility, Business Ethics, and Policies Empowering Action</li><li>• External Analysis</li><li>• (Opportunities and Threats) and Global Environment</li><li>• Internal Analysis (Strengths and Weaknesses), Strategic</li><li>• Control and Continuous</li><li>• Improvement</li><li>• Innovation and Entrepreneurship</li><li>• Strategic Analysis and Choice</li><li>• Generic and Grand Strategies</li><li>• Long-Term Objectives and Strategies</li><li>• Short-Term Objectives, Functional Tactics, and</li><li>• Implementation</li><li>• Restructuring, Reengineering and Refocusing</li></ul>	38
15%	<b>Writing Style, Grammar, PPT number of slides (xx)</b>	19
5%	<b>APA Format and Citation Style</b>	5
100%	<b>Total</b>	125