BUSN460 Project Grading Criteria

Item Points Explanation

**Communications 60** The report is formatted correctly and is APA compliant with no grammar or spelling errors. Writing quality is excellent – clear, organized and professional with many charts and graphics. The presentation is well rehearsed and presented in 20 slides in 20 minutes. It is clear the substance is well understood and covers all items

**Leadership & Conflict 20** This student was a clear contributor and shows it in the presentation and in the contribution apparent in the group/team collaborative area.

**Ethics 20** Ethics and social conscience were considered and included in strong strategic recommendation(s) considering both. (Week 7 – Team Charter)

**Research 90** Actionable market, competitive and financial guidance to the board supported by research, facts, and figures, not generalizations, clearly shows the appropriate use and application of quantitative and qualitative research in the market, competitive, and financial analysis and recommendations. Research is clearly used to construct logical argument for recommendations to solve management issues. Recommendations in both written report and presentation are based on research and data. Student shows excellent understanding of research practices.

**Managerial Skills 10** The student clearly shows analytical and managerial acumen in market, competitive, and financial analysis and strategic planning recommendations. The SWOT analysis and strategic planning recommendations allow for collaboration and the creation of new business opportunities.

**Industry Data 40** The student very clearly demonstrates the understanding of industry-appropriate research while engaging in the simulation. Strategic planning recommendations made are clearly supported by research and long-term and short-term organizational goals.

**Globalized Management 10** The student shows excellent management and leadership skills and solid understanding of business and workforce challenges and opportunities in a globalized business environment when making strategic planning recommendations. Strong leadership issues are addressed.

**Quality Improvement 20** The student demonstrates an excellent understanding of various issues affecting organizational quality and a high-level understanding of change management processes.

**Continuous Improvement 20** The student very clearly illustrates a high-level understanding of management theories, practices, and techniques when making strategic planning recommendations.

**Project Management 10** The student clearly demonstrated the ability to apply project management principles to this project. Gantt charts are included as well as other project management tools to show how the strategic recommendations can be implemented. (team charter)

**TOTAL 300**