**Individual Assignment:** Values and Strategy Paper

**Purpose of Assignment**

The Week 1 assignment really lays the foundation for the rest of the course. Students have the opportunity to look at the entire process of strategic management of an organization as well as the mission, vision, and values. With this foundation, students will be working together with their teams to develop a strategic plan and also create their own mini-strategies. They are able to take a look at the process as a whole in Week 1 and see how what they are doing fits in with that.

**Grading Guide**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Content*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| The paper includes the identification of **the major components of the strategic management process.** |  |  |  |  |
| The paper includes a discussion of **how these components work together to create value for the organization.** |  |  |  |  |
| The paper includes an evaluation of **the company’s mission statement, vision statement, motivation strategy, innovation strategy, and people strategy.** The paper also includes an explanation of how they are affected if the organization does not have a mission or vision statement. |  |  |  |  |
| The paper includes an explanation of **the role of ethics and corporate social responsibility in strategic planning and how it affects their strategy. The paper also includes a discussion of how your own values and vision align with the organization’s vision and values.** |  |  |  |  |
| The paper is 700- to 1,050-words in length. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | 7 | #/7 |  |
| ***Writing Guidelines*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| The paper—including tables and graphs, headings, title page, and reference page—is consistent with APA formatting guidelines and meets course-level requirements. |  |  |  |  |
| The paper includes properly cited intellectual property using APA style in-text citations and a reference page. |  |  |  |  |
| The paper includes paragraph and sentence transitions that are logical and maintain flow throughout the paper. |  |  |  |  |
| The paper includes sentences that are complete, clear, and concise. |  |  |  |  |
| The paper follows proper rules of grammar and usage including spelling and punctuation. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|   |  | 3 | #/3 |  |
| **Assignment Total** | **#** | 10 | #/10 |  |
| Additional comments: |