

# MGT/578 Environmental Analysis Paper Rubric

**Week Three | Student Name:**

<i><b>Content and Organization 70 Percent</b></i>	<i><b>Percent Earned:</b></i>	<b>Comments</b>
<p>All key elements of the assignment are covered in a substantive way.</p> <ul style="list-style-type: none"> <li>• <b>Develop an organizational summary of the current situation</b></li> <li>• <b>Assess the remote, industry, and operating environments</b></li> <li>• <b>Refine your environmental analysis using appropriate tools</b></li> <li>• <b>Develop a macroeconomic forecast of economic indicators</b></li> <li>• <b>Analyze non-economic factors that affect your organization</b></li> <li>• <b>Complete a competitive analysis from microeconomic perspective</b></li> <li>• <b>Identify strengths and weaknesses and analyze these to capitalize on emerging opportunities or minimize threats</b></li> <li>• <b>Create a set of long-term objectives from the environmental analysis</b></li> <li>• <b>Align the vision and values of an organization to meet its long-term objectives</b></li> <li>• <b>Demonstrate critical thought in analyzing information and writing the paper.</b></li> <li>• <b>Written in a scholarly manner adhering to the 2800-3500 word count limit</b></li> </ul>	<b>.70</b>	
The content is comprehensive, accurate, and/or persuasive.		
The paper develops a central theme or idea, directed toward the appropriate audience.		
The paper links theory to relevant examples of current experience and industry practice and uses the vocabulary of the theory correctly.		
Major points are stated clearly; are supported by specific details, examples, or analysis; and are organized logically.		
The introduction provides sufficient background on the topic and previews major points.		

The conclusion is logical, flows from the body of the paper, and reviews the major points.		
<b><i>Readability and Style 15 Percent</i></b>	<b><i>Percent Earned</i></b>	<b><i>Comments</i></b>
Paragraph transitions are present and logical and maintain the flow throughout the paper.	<b><i>.15</i></b>	
The tone is appropriate to the content and assignment.		
Sentences are complete, clear, and concise.		
Sentences are well-constructed, with consistently strong, varied sentences.		
Sentence transitions are present and maintain the flow of thought.		
<b><i>Mechanics 15 Percent</i></b>	<b><i>Percent Earned</i></b>	<b><i>Comments</i></b>
The paper, including the title page, reference page, tables, and appendices, follow APA guidelines for format.	<b><i>.15</i></b>	
Citations of original works within the body of the paper follow APA guidelines.		
The paper is laid out with effective use of headings, font styles, and white space.		
Rules of grammar, usage, and punctuation are followed.		
Spelling is correct.		
<b>Points Possible</b>	<b><i>Percent Earned</i></b>	<b>Points Earned</b>
<b><i>10.0</i></b>	<b><i>1.00</i></b>	<b><i>10.0</i></b>