GBA 498
Group Project Guidelines and Rubric

Each group will create a PowerPoint presentation that strategically analyzes a publicly held company of their choice. That is, each group will select a specific company, perform a full strategic assessment of that company, and prepare a presentation that summarizes their findings and makes recommendations to management. The presentations will be submitted to the Dropbox for module and should be no more than 20 minutes in length. Part of the project requirement is to record narration in the presentation itself.

The presentations should use the following outline:

- Introduction
- Problem Identification / Problem Statement
- Analysis using tools from the class (as appropriate – required are noted with *):
  - Internal Analysis:
    - Identification and discussion of key resources / capabilities
    - Competitive strength assessment
    - VRIN analysis
    - Financial ratio / cash flow analysis
    - Strength / weakness assessment
    - Mission / Vision / Core Values analysis / discussion
  - External Analysis:
    - Environmental analysis – PESTEL DC, Porter’s Five Forces
    - Discussion of Opportunities / Threats
    - Strategic group map
    - Key Success Factor Discussion
    - Market Segmentation discussion
  - SWOT Matrix – develop actions based on SO / ST / WO / WT combinations
  - Driving Forces Analysis
  - Discussion of strategies:
    - What strategies are being pursued by the company – specifically name the strategies deployed
      - Porter’s five generic strategies
      - Cooperative strategies (e.g. alliance, joint venture, partnership, outsourcing, licensing)
      - Intensive strategies: Market Penetration, Market Development, Product Development
      - Integration Strategies: Vertical / Horizontal, Forward/Backward
      - Diversification Strategies: Related/Unrelated
      - Defensive Strategies: Retrenchment/Divestiture/Liquidation
      - Use of Mergers/Acquisitions
      - Global Strategies: transnational, multi-domestic, global
  - Presentation of strategic options - What strategic options are there for the company
  - Discussion of selection criteria (establish criteria to use for evaluating options)
  - Evaluate the strategic options
  - Make recommendations / create an action plan for the company

Part of the project requirement is to record narration in the presentation itself.
Your presentations will be graded on the following sections:

- Key elements (as noted above)
- Content
- Central Theme
- Link to classroom concepts / usage of analysis tools from the class
- Major points clearly stated
- Introduction is sufficient
- Conclusion is logical and flows from the analysis
- Readability and style (paragraph structure, tone, sentence readability, etc.)
- Mechanics (presentation quality, proper citations and references, spelling, grammar, etc.)

Please do not hesitate to ask questions!!!!

Develop a narrated presentation on the findings of your project. The time limit on the presentation is 20 minutes.

Submit the Group Project Focal Company to the Dropbox no later than Sunday 11:59 PM EST/EDT of Module 2.

Submit the Group Project Outline to the Dropbox no later than no later than Sunday 11:59 PM EST/EDT of Module 4.

Submit the Group Project Presentation to the Dropbox no later than Thursday 11:59 PM EST/EDT of Module 8.

Rating:

**Exceptional** corresponds to a grade of A- to A (90-100). Performance is outstanding; significantly above the usual expectations. Section covered in a substantive way and critical thinking is evidenced. Arguments well supported / documented with research / facts.

**Proficient** corresponds to a grade of B- to B+ (80-89%). Skills and standards are at the level of expectation. Most of the elements are covered (one may be missing), but not comprehensive. Some evidence of critical thinking is present.

**Basic** corresponds to a grade of C (70-79%). Skills and standards are acceptable but improvements are needed to meet expectations well. Multiple required sections / components are missing. Minimal evidence of critical thinking and arguments are not well supported – mostly a summary of facts as opposed to using facts to support arguments.

**Insufficient** corresponds to a grade of D (60 – 69%). Performance is weak; the skills or standards are not sufficiently demonstrated at this time. No critical thinking and many unsupported comments / arguments.
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<thead>
<tr>
<th>Element</th>
<th>Criteria</th>
<th>Insufficient</th>
<th>Basic</th>
<th>Proficient</th>
<th>Exceptional</th>
<th>Score</th>
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<tr>
<td>Knowledge/</td>
<td>Central theme developed that shows depth and understanding of the case</td>
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<td>Reasoning is comprehensive, sound, compelling, and well supported.</td>
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<td>Addressed key elements:</td>
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<td>- Problem identification</td>
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<td>- Selection criteria for evaluating alternatives</td>
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<td>- Action plan clearly presented and justified</td>
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<td>Support</td>
<td>Case Study and any additional sources are properly integrated and cited</td>
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<td>Major points are stated clearly, supported with specific details,</td>
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<td>Course material is integrated and applied to Case Study demonstrating</td>
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<td>Writing</td>
<td>Grammar, punctuation, paragraph structure, etc. is appropriate.</td>
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<td>Minimum paper requirements (length, topic, research, integration of core</td>
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<td>Introduction provides sufficient background and previews major points.</td>
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<td>Conclusion is logical, flows from the paper, and reviews major points.</td>
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Comments: