

Assignment Grading Rubric

Course: GB540 Unit: 4

Select a GLOBAL Fortune 500 company (it cannot be one you work for) that operates in the United States and in other nations around the world. You will be using the same firm for the Unit 5 Assignment and the Unit 6 Final Project, so make sure it is one you are interested in and that has plenty of good sources of information available.

- A) Summarize the firm's history, its recent and current operating results, and the economic, social, and political forces that affect it most.
- B) Present a brief SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- C) Discuss the factors it will need to predict, plan for, and adjust to in the future.

The Assignment is to be a minimum of five pages long (title pages, bibliographies, etc., do not count) and in APA format. A good variety of objective, high-quality, current sources need to be used.

GB540 Unit 4 Assignment Rubric		
Content and Analysis	Points Possible	Points Earned
A global Company was chosen.	5	
Paper includes a discussion with an appropriate analysis of the firm's history.	5	
Paper includes a discussion with an appropriate analysis of the firm's recent operating results.	5	
Paper includes a discussion with an appropriate analysis of the firm's current operating results.	5	
Paper includes a discussion with an appropriate analysis of the firm's economic forces that affect the firm the most.	5	
Paper includes a discussion with an appropriate analysis of the firm's social forces that affect the firm the most.	5	
Paper includes a discussion with an appropriate analysis of the firm's political forces that affect the firm the most.	5	
Paper includes a brief SWOT analysis for the firm.	5	
Paper includes a discussion with an appropriate analysis of the factors the firm needs to predict for the future.	5	
Paper includes a discussion with an appropriate analysis of the factors the firm will need to plan for the future.	5	
Paper includes a discussion with an appropriate analysis of the firm's the factors that will need to be adjusted to in the future.	5	
Paper includes a minimum of three current references.	5	
Writing Style, Grammar, APA Format	15	
Total	75	

The Assignment is to be submitted to the Unit 4 Dropbox by the end of Unit 4.