



Assignment Grading Rubric

Course: MT460

Unit: 2

Points: 45

Unit 2: The Importance of Mission and Vision Statements

Case Study Analysis Paper: The Mission Statement

Prepare a case analysis for Vertu: Nokia's Luxury Mobile Phone for the Urban Rich.

<http://cb.hbsp.harvard.edu/cb/pl/13869357/13869379/8c9f5c6e71f70c7e1656143f94c6f6dd>

Closely follow the [Case Study Analysis Template](#) by clicking on the hyperlink or you can also find it in Doc Sharing. Please utilize this template format for this Assignment. Use titles and subtitles per the format for readability purposes. Focus upon the idea of conducting a SWOT analysis with respect to Vertu's and Nokia's mission statements (you can include its core values, purpose, and goals too). Please include the SWOT analysis with the four quadrants in the appendix of your paper (after the References page). You can find the Case Study SWOT analysis template in Doc Sharing.

Reference:

Kwong-Kay Wong, K. (2011, September 28). Vertu: Nokia's luxury mobile phone for the urban rich. (Report No. W11208). Watertown, MA: Harvard Business Publishing.

Assignment Checklist:

- Conduct a SWOT analysis on the case study companies' mission statements.
- Create a case study analysis focusing upon the company's mission statement.

Create at least two to three alternative solutions. Conduct further research on the featured case study company on its website relative to news and press releases, community involvement, and the like. Use this information to help formulate your own original

two to three **Alternative Solutions**. After choosing one of the two to three **Alternative Solutions**, discuss the **Selected Solution**. In the Implementation section, describe how your **Selected Solution** will be implemented.

Format

The case analysis should be 2-3 written pages in length (not including the formal title page and References page), double-spaced. Ensure that you use correct spelling, grammar, punctuation, mechanics, and usage. The citing of sources (text and list references) should use the current [APA](#) format and style.

For assistance with APA format and citation style visit the Kaplan Writing Center.

Directions for Submitting Your Project

- Before you submit your project, you should save your work on your computer in a location and with a name that you will remember.
- Make sure your Assignment is in the correct file format (**Microsoft Word** .doc or .docx).
- When you are ready, you can upload your document to the **Unit 2 Assignment Dropbox**.

Need help with the Dropbox? Click on the Dropbox Guide link under Academic Tools tab.

MT460 Unit 2 Assignment Grading Rubric		
Maximum Percent	Criteria	Maximum Points
50%	Content Answer provides correct and complete information demonstrating critical thinking: • Conduct a SWOT analysis on the case study companies' mission statements. • Create a case study analysis focusing upon the company's mission statement.	22
30%	Analysis and Critical Thinking • Synopsis of situation • Key issues • Problem definition • Alternative solutions • Select a solution • Implementation • Recommendations	14
15%	Writing Style, Grammar	6
5%	APA Format and Citation Style	3
100%	Total	45