



Assignment Grading Rubric

Course: MT460

Unit: 4

Points: 45

Unit 4: The External and Global Environments

Case Study Analysis Paper:

Prepare a case study analysis on Case 14, Louis Vuitton in Japan, found in the Cases section of your Pearce and Robinson textbook.

Closely follow the [Case Study Analysis Template](#) by clicking on the hyperlink. 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 Louis Vuitton's external and global environment, which includes the remote, industry, and operating environments. Please include the SWOT Analysis with the four quadrants in the appendix of your paper (after the References page). You can find the SWOT Analysis template in Doc Sharing.

Assignment Checklist:

- Conduct a SWOT Analysis on the case study company's external and global environment.
- Create a case study analysis on the company's external and global environmental issues while focusing upon the remote industry, and operating environments.

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 have used correct spelling, grammar, punctuation, mechanics, and usage. When citing sources (text and list references), you should use current APA format and style.

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

Directions for Submitting Your Project

Before you submit your project, save your work on your computer in a location and with a name that you will remember. Ensure your project is in the correct file format (**Microsoft Word** .doc, or .docx).

Submit your completed document to the **Unit 4 Assignment Dropbox**.

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

MT460 Unit 4 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 company's external and global environment. • Create a case study analysis on the company's external and global environmental issues while focusing upon the remote, industry, and operating environments.	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
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