

## Business Strategy Analysis Rubric

Date: \_\_\_\_\_

Rater: \_\_\_\_\_

Course: \_\_\_\_\_

Student: \_\_\_\_\_

<b>TRAIT</b>	<b>Unacceptable</b>	<b>Acceptable</b>	<b>Exemplary</b>	<b>Score</b>
<b>Identifies the corporate strategy</b>	Does not identify and summarize the corporate strategy, is confused or identifies a different or inappropriate strategy	Identifies the main strategy(ies) and subsidiary, embedded, or implicit aspects of the strategy	Identifies not only the basics of the strategy, but recognizes nuances of the strategy	
<b>Key assumptions</b>	Does not surface the assumptions that underlie the strategy	Identifies most of the key assumptions	Identifies and questions the validity of the key assumptions that underlie the strategy	
<b>Evidence of strategy</b>	Simply lists examples of actions or behaviors that represent the strategy. Does not discuss the relevance of these actions or behaviors.	Discusses the relevance of actions and behaviors representing the strategy(ies)	Discusses nuances of the examples in some detail	
<b>Conclusions, implications, and consequences</b>	Fails to identify conclusions, implications, and consequences of the strategy	Identifies and discusses conclusions, implications, and consequences	Objectively reflects upon own analysis of the corporate strategy	