



Assignment Grading Rubric

Course: MT460

Unit: 5

Points: 45

Unit 5: Business and Multi-Business Strategy

Case Study Analysis PowerPoint (PPT) Presentation:

Prepare a case study analysis on Case 3: The Apollo Group, Inc. [University of Phoenix], found in the Cases section of your digital textbook.

Closely follow the [PowerPoint Template](#) by clicking on the hyperlink. The PowerPoint template for this Assignment can also be found in Doc Sharing. Please utilize this template to help you complete this Assignment. Focus upon the idea of conducting a case study analysis with respect to The Apollo Group's multi-business strategy using one of the three portfolio approaches to move the company competitively forward. Explain why a business might choose a low cost, differentiation, or speed-based strategy.

Use titles and subtitles per slide for each guidelines element. Please include the SWOT Analysis with the four quadrants on the SWOT Diagram slide. You can find the Case Study SWOT Analysis template in Doc Sharing for reference.

Assignment Checklist:

- Describe and illustrate one of the three portfolio approaches.
- Explain why a business would choose a low cost, differentiation, or speed-based strategy.
- Conduct a strategic analysis and choice for a multi-business company.

The PowerPoint template for this Assignment can also be found in Doc Sharing (MT460_Unit_5_PPT_Assignment_Template.pptx). For extra help on using this template, watch the Assignment video by clicking on the Presentation icon.

For general PowerPoint tutorials, click on the Tutorial icon.

In this Assignment that focuses upon the idea of conducting a case study analysis with respect to multi-business strategy using one of the three portfolio approaches to move the company competitively forward, you will engage in developing the following professional competency:

- Leadership with respect to knowing how to use software for job to support business analysis and operations

The case study analysis should be at least **ten slides** in length (not including the formal title page, References page, and Appendix). Review your work for correct spelling, grammar, punctuation, mechanics, and usage. When citing sources (text and list references), use the current **APA** format and style, especially in the Notes section of the slide. Remember to use only bulleted items on each slide; you can fully explain each one in the **Notes section** of the PowerPoint presentation on behalf of your intended audience.

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

Directions for Submitting Your Project

Before submitting your project, save the file on your computer in a location and with a name that you will remember. Ensure that your Project is in the appropriate file format (**Microsoft PowerPoint .ppt or .pptx**).

Submit your completed presentation to the **Unit 5 Assignment Dropbox**. Need help with the Dropbox? Click on the Dropbox Guide link under the Academic Tools tab.

MT460 Unit 5 Assignment Grading Rubric

Maximum Percent	Criteria	Maximum Points
50%	Content Answer provides correct and complete information demonstrating critical thinking: <ul style="list-style-type: none">• Describe and illustrate one of the three portfolio approaches.• Explain why a business would choose a low cost, differentiation, or speed-based strategy.• Conduct a strategic analysis and choice for a multi-business company.	22
30%	Analysis and Critical Thinking <ul style="list-style-type: none">• 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
-------------	--------------	-----------