

### OL 324: Case Study One Guidelines and Rubric

**Prompt:** Read “FedEx: Managing Quality Day and Night,” on pages 21 and 22 of your textbook, and watch [this video](#). Carefully review the material and then respond to these prompts with sufficient detail:

- Explain how FedEx has incorporated total quality management (TQM) into its overall business strategy. Identify the benefit of taking this approach toward quality. Provide specific examples from the case study, the video, or your own research to support your response.
- Describe the quality culture within FedEx. Explain how FedEx can use its quality culture as a competitive advantage.
- Review Deming’s [14 Points for Management](#). Based on the case study, the video, or your own research, explain which two of Deming’s points FedEx embodies the most. Be sure to provide specific information about FedEx to support your response.

**Requirements of Submission:** The case study assignments must follow these formatting guidelines: double spacing, 12-point Times New Roman font, and one-inch margins. Each case study should be one to two pages in length. Include at least two sources of research and follow APA guidelines for citations and references.

**Instructor Feedback:** This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
<b>Incorporating Total Quality Management (TQM)</b>	Meets “Proficient” criteria and defends examples using external research materials	Explains how TQM is incorporated into the overall business strategy of FedEx; relevant examples are provided and supported	Explains how TQM is incorporated into the overall business strategy of FedEx; examples are provided but not fully supported	Does not include any of the TQM elements or requirements	25
<b>Inquiry and Analysis</b>	Meets “Proficient” criteria and demonstrates a complete understanding of multiple TQM concepts	Provides an in-depth analysis that demonstrates an understanding of TQM concepts	Provides an analysis that demonstrates a minimal understanding of TQM concepts	Does not provide an analysis	20
<b>Integration and Application</b>	All of the TQM concepts are correctly applied in relation to the case study	Most of the TQM concepts are correctly applied in relation to the case study	Some of the TQM concepts are correctly applied in relation to the case study	Does not correctly apply any of the TQM concepts in relation to the case study	15
<b>Critical Thinking</b>	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions but does not defend with evidence	Does not draw logical conclusions	20
<b>Research</b>	Incorporates many scholarly resources effectively that reflect depth and breadth of research appropriate to the case study and TQM	Incorporates some scholarly resources effectively that reflect depth and breadth of research appropriate to the case study and TQM	Incorporates very few scholarly resources that reflect depth and breadth of research appropriate to the case study and TQM	Does not incorporate scholarly resources that reflect depth and breadth of research appropriate to the case study and TQM	10

Southern New Hampshire University

<b>Writing (Mechanics/Citations)</b>	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
<b>Earned Total</b>					<b>100%</b>