



Assignment Grading Rubric

Course: MT460

Unit: 8

Points: 45

Case Study Analysis Paper:

Prepare a case study analysis of Case 2 “Ann Taylor: Survival in Specialty Retail” found in the Cases section of your digital book.

The Unit Eight Assignment provides for the professional competency of leadership where you will formulate solutions for identified initiatives. These initiatives will be necessary to provide the leadership team of Ann Taylor a better view of the operation through innovative solutions such as integrated balanced scorecard software in support of the current strategic control systems implemented. You will demonstrate superior ability to integrate an innovative application of resources and knowledge in support of trends and practices for one’s self/team/profession to achieve optimum stakeholder outcomes. Closely adhere to 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 the company’s balanced scorecard and control systems to guide and monitor its strategy implementation in order to help move Ann Taylor competitively forward. Be sure to include the SWOT analysis as shown in the Appendix of your paper (after the References page). Use the completed SWOT analysis to guide you through the case study analysis to create three alternate solutions that can address the need for creativity and innovation. Choose one of the three alternative solutions and discuss the selected solution as well as how you as a leader would plan to implement this initiative.

Assignment Checklist:

- Conduct a SWOT analysis on the case study company’s current lack of strategic control.
- Create a case study analysis focusing on the company’s challenge relative to strategic control through a balanced scorecard and implementation.

For additional Assignment details see Rubric below.



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Maximum Percent	Criteria	Maximum Points	Earned Points
50%	Content Answer provides correct and complete information demonstrating critical thinking: <ul style="list-style-type: none"> Conduct a SWOT analysis on the case study company's current lack of strategic control. Create a case study analysis focusing on the company's challenge relative to strategic control through a balanced scorecard and implementation. 	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	0
	Late Penalty Applied		
	Final Grade		0
	Student Name		