

Article Submission Assignment

Individual Assignment

General Directions

- Any publication can be selected so long as the full article is provided in the appendix of the paper and the publication is cited
- ALL materials used in the paper are to be emailed to the professor prior to your submittal
- **Two article** papers must be completed and one is due on the dates identified in the syllabus
- These articles are due prior to midnight on the date identified – email time stamp on message received will be treated as truth
 - Failure to submit on time will result in a score of zero for the assignment - no extensions will be given

Content Directions

- You will submit a 7 page paper based on an article you selected
- Your analysis must contain the following
 - Overview of why this article is relevant to the field of Strategy and Strategic Management – Why did you select it?
 - Clearly state what strategy you see present in the article
 - A discussion of the Pros and Cons of the strategy as it is described in the article
 - Provide at least one quantitative assessment in your rationale
 - A refinement of the strategy that addresses how you would improve it
 - Provide an example of 3 ways this strategy can be employed in other companies
 - If specific companies are cited in the article these are not to be used in your example

Content Directions

- The paper must appear to be double spaced and use a 12 point font – preferably Times New Roman
 - 1 inch margins are acceptable
- Failure to fill a page completely will eliminate that page from consideration
- Graphics are allowed and encouraged
 - Graphics should be used where they have an impact

Scoring Criteria

Content	Maximum points
Achieve Minimum Length	0.5
Overview	0.5
Critical Evaluation of the merits of the Strategy	3.0
Refinement of identified Strategy	2.0
Alternate Applications	1.0
Summary	0.5
TOTAL	7.5