

Unit 7 Assignment: The Missing Link

Based on your reading of the article “The Missing Link: Measuring and Managing the Financial Performance of the Human Capital Investment”, answer the following questions in a 2-3 page APA style paper.

1. Why is it important to measure the impact of human capital on the business?
2. What are some strengths and weaknesses of common people measurement approaches described in the article?
3. What are some strengths and weaknesses of the proposed Human Capital Analytics approach?

To successfully complete the Assignment, the following are the minimum requirements:

- Complete a 2-3 page paper in APA format – 12 pt. font, double-spaced, indented paragraphs, citations, reference list, etc.
- Include introductory and summary paragraphs.
- Limit the use of direct quotations – instead, paraphrase and cite the author's work.
- Reinforce your personal opinions with **at least two** credible or scholarly research articles (not to exceed 10-15% of content).
- Demonstrate your understanding of the weekly objective(s) through your response.
- Ensure that a response to each question is included within your paper.

Directions for Submitting Your Assignment

Before you submit your Assignment, you should save your work on your computer in a location and with a name that you will remember. Make sure your project is in MS Word format, meets APA 6th ed. guidelines (e.g., in-text citations and references), and has an introduction and conclusion paragraph.

Submit to the Assignment Dropbox.

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Criteria	Possible Points	Points Earned
Content, Focus, Use of Text, and Research: 50% Described why it is important to measure the impact of human capital on the business.	5	
Described strengths and weaknesses of common people measurement approaches.	5	
Described strengths and weaknesses of the Human Capital Analytics approach.	5	
Reinforced personal opinions with at least two credible or scholarly research articles.	5	
Analysis and Critical Thinking: 30% Responses demonstrated critical thinking and analysis and exhibited application of information.	12	
Spelling, Grammar, APA Format: 20% Clear business writing. Spelling and grammar are acceptable. Effective use of APA.	8	
Total	40	

Reminder: Continue working on your Final due in Unit 9.