|  | **Points Possible** | **Points Scored** |
| --- | --- | --- |
| Provided an introduction to the case study selected for the final assignment due in Week 8.   * You have provided a very nice introduction to the case study. | 10 | 10 |
| Provide a detailed background of the subject-company or enterprise.   * You have provided a nice background for the company. | 20 | 20 |
| Provide a description of the problem situation in which the subject company or enterprise finds itself.   * This is a nice section. | 10 | 10 |
| Provide sufficient detail of the subject and its situation to provide the basis for identifying the problem it faces.   * This is a nice section. | 20 | 20 |
| Provide analysis of what the root cause of the company/enerpris's problem The paper:  A) Provided sufficient descriptive detail to provide adequate information for a subsequent discussion  of proposed solutions/recommendations.  B) Supported its observations with research and logic   * You do a nice job of providing an analysis of the situation but you do not provide any recommendations or solutions. | 30 | 15 |
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| Overall Mechanics/Professionalism: Paper is well organized, contains no writing and spelling errors, and is fully consistent with graduate-level writing style as expected and required for the assignment.   * A free, basic grammarly check found 15 errors or suggestions present. * Eliminate the large paragraphs in this work. Break them into separate paragraphs and elaborate on each a bit more. | 5 | 3 |
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| APA Style and Format: Follows APA style (i.e., scholarly tone, paraphrasing citations, sources, reference and title spacing, section/paragraph headings, indentations, and alignment of tables and figures) accurately and consistently throughout the paper.   * Remove all of the bold type from this document with the exception of section and subsection headings. | 5 | 4 |
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| **Total** | 100 | 82 |

Notes: Eliminate your opinion from this work. For example the sentence about Blockbuster controlling the DVD rental business. It was a major player but not in complete control. Only state facts that are supported by citations.

Only focus on the required questions in each assignment. While the Porter’s Five Forces analysis is nice, it is not a requirement and takes valuable space in the document.