**Long Paper – Option A: Investment Decision**

Summary – You will evaluate your company as a potential investment opportunity.  You will either make a recommendation to BUY stock in the company, SELL stock in the company, or BUY/SELL a direct competitor of your company.

1. (10 points) Your paper should provide a *succinct* historical perspective of your company.
2. (15 points) Provide a detailed summary about the Mission, Vision, and General Strategy (use data when appropriate and external sourcing to fortify your paper).  You may consider doing a 5-Forces analysis or any other type of analysis that helps your case (perhaps a SWOT analysis, etc).
3. (15 points) Analyze the internal conditions of the firm – leadership team, human resources, climate, etc.  What internal resources are important for this company?
4. (25 points) Provide both pros and cons of why this company is a good or bad investment.  You should be balanced in your approach with reasonable arguments for both sides.
5. (25 points) Based on the above, what is your recommendation and WHY?  What points are the most salient in your analysis?  You should be thorough about both internal and external analysis and either a) invest in your company, b) sell your company or c) consider investing in one of your competitors.

Grading Rubric for MGMT 3013 Long Paper: Option A

**Length and Format –** Paper must be:

* Between 1,200-1,600 words (works cited should be a separate page)
* Double-spaced
* 12-point Times New Roman font
* 1-inch margins
* Name located in the header
* Proper in-paper citations and works cited (MLA format)

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| **Length and Format** **(15 points)** | **Description** |
| 15 points | Paper meets all length and formatting requirements |
| 10 points | Paper deviates from one (1) of the length and formatting requirements |
| 0 points | Paper deviates from more than one (1) of the length and formatting requirements |

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| **Quality** **(15 points)** | **Description** |
| 15 points | The paper contains few or no grammatical or spelling errors (1-3) |
| 10 points | The paper contains several grammatical or spelling errors (4-7) |
| 0 points | Paper contains more than seven (7) grammatical or spelling errors |

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|  **Connection****(10 points)** | **Part 1 – 10 points** |
| 10 points | The paper has an adequate historical perspective of the company.  |
| 5 points | The paper has a subpar historical perspective of the company. |
| 0 points | There is no historical perspective of the company. |

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| **Connection** **(15 points)** | **Part 2 – 15 points** |
| 15 points | The paper gives a detailed summary of the Mission, Vision, and General Strategy AND provides a 5-Forces analysis or SWOT analysis of the strategy with proper explanation for each aspect of the analysis. |
| 10 points | The paper gives a basic summary of the Mission, Vision, and General Strategy AND provides a 5-Forces analysis or SWOT analysis of the strategy with only basic, or incorrect explanation for each aspect of the analysis. |
| 5 points | The paper is missing the summary of the Mission, Vision, and General Strategy OR does not provide a 5-Forces analysis or SWOT analysis of the strategy.  |
| 0 points | There is no mention of the Mission, Vision, or General Strategy AND does not provide a 5-Forces analysis or SWOT analysis of the strategy. |

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| **Connection** **(15 points)** | **Part 3 – 15 points** |
| 15 points | The paper analyzes several internal conditions of the firm and explains which internal resources are important for this company. Proper explanations are given for each of the conditions discussed. |
| 10 points | The paper analyzes only a few internal conditions of the firm and explains which internal resources are important for this company. Minimal explanations are given for each of the conditions discussed. |
| 5 points | The paper analyzes only a few internal conditions of the firm with no explanations. |
| 0 points | The paper is missing the internal conditions important to the company. |

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| **Connection**  **(25 points)** | **Part 4 – 25 points** |
| 25 points | The paper provides several pros and cons of why this company is a good or bad investment and ties in the reasoning to strategy (5-Forces/SWOT) well. |
| 20 points | The paper provides only a couple pros and cons of why this company is a good or bad investment and only adequately ties in the reasoning to strategy (5-Forces/SWOT). |
| 10 points | The paper provides minimal pros and cons of why this company is a good or bad investment AND/OR fails to tie in the reasoning to strategy (5-Forces/SWOT). |
| 0 points | The paper is missing the pros and cons of the investment. |

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| **Connection** **(25 points)** | **Part 5 – 25 points** |
| 25 points | The paper gives a firm recommendation to buy/sell stock in the company or a direct competitor. The paper is thorough about both internal and external analysis. If buying/selling a competitor, there is adequate explanation and comparison to your company to give reasoning why a decision was made. |
| 20 points | The paper gives a recommendation to buy/sell stock in the company or a direct competitor. The paper gives both internal and external analysis. If buying/selling a competitor, there is some explanation and comparison to your company to give reasoning why a decision was made. |
| 10 points | The paper gives a recommendation to buy/sell stock in the company or a direct competitor. The paper is lacking in either internal or external analysis. If buying/selling a competitor, there is little/no explanation or comparison to your company to give reasoning why a decision was made. |
| 0 points | No recommendation was made for buying/selling your company’s stock or a competitor’s. |