



QSO 635 Journal Guidelines and Rubric

Identifying an Organization Guidelines and Rubric

Overview: The purpose of this activity is to identify the organization that you will focus on throughout this course for your final project and to begin analyzing how their supply chain currently functions.

Begin by conducting a search, starting with the company's website, to determine which organization you find most interesting. Next, select one of the following organizations to focus on for your final project:

- Caterpillar (CAT)
- Walmart (WMT)
- Nippon Telegraph and Telephone (NTT)

Prompt: Compose a preliminary overview for the products or services that the organization you have selected provides. Since these organizations may offer a variety of products or services, narrow it down by selecting a high-level product line (e.g., food products, industrial equipment, electronics, communications, etc.).

Your overview should include the following:

- A description of the **organization's goals for their supply chain management**
- A brief overview of their **current distribution channels** (i.e., the channels through which goods or services get to the customer); include virtual supply chains if they use any; include a description of the types of channels the organization is using for distribution channels and virtual supply chains; e.g., first (producer), second (where the producer sells directly to the retailer), or third (where the producer sells directly to consumers)
- A description of the **relationship between the logistics department and the supply chain management department**

Rubric

Guidelines for Submission: Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Your journal response should be submitted as a 250- to 350-word overview with current APA style guidelines for any of your citations.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Organization's Goals for Supply Chain Management	Journal provides thorough description of the organization's goals for supply chain management	Description of the organization's goals for supply chain management is incomplete or has gaps	Journal does not provide a description of the organization's goals for supply chain management	30

Current Distribution Channels	Journal provides accurate description of the organization's current distribution channels	Description of the organization's current distribution channels is incomplete or has gaps	Journal does not provide a description of the organization's current distribution channels	30
Relationship Between Logistics Department and Supply Chain Management Department	Journal provides accurate description of the relationship between the logistics department and supply chain management department	Description of the relationship between the logistics department and supply chain management department is incomplete or has gaps	Journal does not provide a description of the relationship between the logistics department and supply chain management department	30
Grammar and Mechanics	Journal is mostly free of errors of organization and grammar; errors are marginal and rarely interrupt the flow	Journal contains errors of organization and grammar, but errors are limited enough so that Journal can be understood	Journal contains errors of organization and grammar, making the Journal difficult to understand	10
Total				100%