

MBA 640 Module Three Executive Memo Guidelines and Rubric

Overview: The executive memorandum assignment requires your careful consideration of an appropriate, sensible investment project for your chosen company. Furthermore, this assignment will develop and demonstrate your ability to find useful, authoritative information sources about your selected company, its industry, its economic environment, and the particular investment opportunity.

Prompt: Write a memo about the expansion opportunity for which you will request funding in your final project proposal. This paper should be 1–2 pages long and should include only a simple narrative description. You do not need fancy formatting, numbers, tables, or graphs in this document.

List your key information sources about the organization you have chosen for your final project, explaining in one to two sentences each how source is relevant to your project. Your memo should identify the source (not just a website address) plus, in general, describe what information that source can reliably provide. Your sources must be authoritative. The company’s own website is an authoritative source for its own public financial and other information, for example.

Serious business or economic sites, such as [Bloomberg](#), or industry trade journals can be authoritative sources for fairly unbiased news about the organization or its industry. Other reliable sources could educate you about the business environment in your project’s target country (e. g., the [CIA World Factbook](#)). Someone you know who has worked for that organization or in that industry could also be an excellent source of certain information.

Specifically, the following critical elements must be addressed:

- Include a **narrative overview** of your expansion opportunity. Describe the expansion project, the country in which the expansion will take place, and the reasoning behind this expansion into this country at this particular time. In other words, why does this particular project and country make sense for your chosen company?
- **Include key information sources** related to the company you have chosen. Sources should provide an introductory, authoritative, future-oriented understanding of the company itself, the industry, technology, customers, suppliers and competitors, and the economic environment of the company and of your proposed expansion. Sources could be published or online; they could even include a person you know with experience in that industry. The sources will almost certainly include the company’s website; you might also follow its Facebook and Twitter feeds.
- Note how each source is relevant and describe what information the source will provide. You will probably develop more sources later in the course, but these are meant to give you a solid start.

Guidelines for Submission: Your executive memo must be 1–2 pages long (excluding the reference page), doubled spaced, written in 12-point Times New Roman font. Your reference page should be in APA style.

Rubric

Critical Elements	Exemplary (100%)	Proficient (90 %)	Needs Improvement (70%)	Not Evident (0%)	Value
Narrative Overview	Meets “Proficient” criteria and the overview exhibits insight and detailed reasoning supported by evidence	Provides a complete narrative overview of an expansion project and country and includes reasoning	Provides a narrative overview of an expansion project and country but submission lacks details and/or solid reasoning	Does not provide a narrative overview of an expansion project and country	25
Key Information Sources	Meets “Proficient” criteria and the sources reflect depth of research and critical thinking	Provides key authoritative and relevant information sources related to the company, country, and/or industry	Provides key information sources related to the company, country, and/or industry, but sources are not authoritative and/or relevant	Does not provides key information sources related to the company, country, and/or industry	25
Source Notes	Meets “Proficient” criteria and the notation are well-detailed and exhibit depth of critical thinking	Provides notations for each source, noting the source’s relevance and describing what information the source will provide	Provides notations for each source, but the notations lack detail, relevance, and/or logic regarding information sources will provide	Does not provides notations for each source	25
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	25
Total					100%