

OL 342 Milestone One Guidelines and Rubric

This milestone is designed to introduce the case study and begin a critical analysis applying knowledge gained within the course. This short paper assignment is the first step in your final project analysis of the company. It should begin with a brief description (one paragraph) of the case study that is being used. The largest component of this short paper should focus on the culture crisis with specific feature details as contributing factors, based on the elements listed below. This assignment will be submitted in the form of a 750-word **minimum** paper.

Prompt: Use the following case study for your organizational analysis: [The GM Culture Crisis: What Leaders Must Learn From This Culture Case Study](#).

After reading the case study, address the following critical elements.

I. Introduction

- A. How is the organization described in the case study? What are its key attributes? What are its strengths and weaknesses?

II. Organizational Modeling

- A. Describe a current behavioral **organizational model** used in the case study.
- B. Compare the current behavioral organizational model used above to **other models** used within the industry and also within external related industries.
- C. Explain why there are **differences** between the organizational model used by the organization in the case study and those used by organizations in another similar industry. In other words, what are some of the reasons for using these different organizational models?
- D. Compare the current impact of **culture** on current organizational models to the impact culture has had on past organizational models.
- E. Explain how the organization is or is not operating within an organizational model **unique** to its industry.
- F. Explain if **motivational models** have shifted in comparison to the organizational modeling trends.

Guidelines for Submission: Milestone One should follow these formatting guidelines: 750 words minimum, double spacing, 12 point Times New Roman font, one-inch margins, and citations in APA format.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Introduction: Organization	Meets “Proficient” criteria, and description is an especially comprehensive overview of the organization	Describes key attributes, strengths, and weaknesses of the organization in the case study	Describes key attributes, strengths, and weaknesses of the organization in the case study, but description is cursory or inaccurate	Does not describe key attributes, strengths, and weaknesses of the organization in the case study	12

Organizational Modeling: Current Organizational Model	Meets “Proficient” criteria and describes the behavioral organizational model used in a way that is especially comprehensive	Describes a current behavioral organizational model used by the organization in the case study	Describes a current behavioral organizational model used by the organization in the case study, but description is cursory or inaccurate	Does not describe a current behavioral organizational model used by the organization in the case study	13
Organizational Modeling: Other Models	Meets “Proficient” criteria, and comparison demonstrates a nuanced understanding of the behavioral organizational models used in the industry of the organization in the case study as well as other related industries	Compares the current behavioral model used by the organization to other models used within the industry and also external related industries	Compares the current behavioral model used by the organization to other models used within the industry and also external related industries, but comparison is cursory or inappropriate	Does not compare the current behavioral model used by the organization to other models used within the industry and also external related industries	13
Organizational Modeling: Differences	Meets “Proficient” criteria, and explanation demonstrates a nuanced understanding of the differences of organizational modeling in different industries	Explains why there are differences between the modeling used by the organization in the case study and organizations in another industry	Explains why there are differences between the modeling used by the organization in the case study and organizations in another industry, but explanation is cursory or inappropriate	Does not explain why there are differences between the modeling used by the organization in the case study and organizations in another industry and why they are different	13
Organizational Modeling: Culture	Meets “Proficient” criteria, and comparison demonstrates a nuanced understanding of the impact of culture on the development of organizational models throughout history	Compares the current impact of culture on current organizational models in comparison to the impact culture has had on past organizational models	Compares the current impact of culture on current organizational models in comparison to the impact culture has had on past organizational models, but comparison is cursory or inaccurate	Does not compare the current impact of culture on current organizational models in comparison to the impact culture has had on past organizational models	13
Organizational Modeling: Unique	Meets “Proficient” criteria, and explanation demonstrates keen insight into the organizational models used in the industry of the organization in the case study	Explains how the organization is or is not operating within an organizational model unique to the industry	Explains how the organization is or is not operating within an organizational model unique to the industry, but explanation is cursory or inappropriate	Does not explain how the organization is or is not operating within an organizational model unique to the industry	13

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Organizational Modeling: Motivational Models	Meets “Proficient” criteria, and explanation demonstrates keen insight into the current state of organizational modeling and how motivational models align or do not align with current trends	Explains if motivational models have shifted or have not shifted in comparison to the organizational modeling trends	Explains if motivational models have shifted or have not shifted in comparison to the organizational modeling trends, but explanation is cursory or inappropriate	Does not explain if motivational models have shifted or have not shifted in comparison to the organizational modeling trends	13
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	10
Total					100%