Course Paper – The Goal

* 1. Each student will be required to complete a paper utilizing information from the book entitled “The Goal”. The paper is entirely individual work.
  2. “The Goal” is a business parable and a bestselling book first published in 1984. The story is about a plant manager who is caught in a situation where his plant is losing money and he only has three months to get it back on track or they will shut it down. He must do this while also battling family issues at home with his wife.
  3. Write a paper with a sub-heading for each of the sections listed and address all areas of interest detailed below.
  4. The final score of the paper will be out of a total of 25 points. 10 points for each section which are graded based on the rubric on the last page of this document. 5 points are reserved for formatting requirements

**The Goal Synopsis (10 points)**

The purpose of this section is to show that you read and understood the whole book and are able to recount the most important aspects and effectively communicate them.

Summarize the story that is told throughout The Goal. This summary should cover the entire book at a high level. Address what were the primary problems which came up and how were they resolved. The section should be written in such a way that it flows smoothly as a synopsis. At the end of the section the reader should have a reasonable understanding of the main conflicts and resolutions throughout the book. Personal commentary in this section is not necessary as the other two sections provide that opportunity.

**Application and Key Learning Points (10 points)**

The purpose of this section is to demonstrate a level of critical thinking and translate the learning concepts in the book to the course and world today.

This book is written as a story which takes place is the early 80s when fields such as operations and supply chain management and continuous improvement as we know it today were still evolving. Describe five key learning points/concepts (use a separate subtitle for each) which you find to be the most useful/insightful today? How do these learning points relate to any course material covered throughout the semester? How do these learning points apply to yourself or any industries or other fields of study with which you have familiarity in today’s marketplace?

**Writing/Formatting Requirements (5 points)**

* 6-8 pages in length, not including any graphs or images which should be included as a separate appendix if applicable. Title page, table of contents, and citiation pages are also not counted towards the page limits if they are included
* Author name included as a header on each page
* Double Spaced with 1 inch margins on all sides
* Times New Roman, 11 point font
* Use citations where appropriate (either APA or MLA format)
* All pages numbered
* Minimal spelling/grammar errors

Rubric for Each Section

| Points | Criteria |
| --- | --- |
| Excellent  (9-10 pts.) | The section addresses all the requested information correctly and in its entirety. The writing facilitates reader understanding of the report content. The writing style clearly articulates the intended meaning while the organization contributes to the overall flow of the document. There are no awkwardly worded sentences and the reader is not distracted from content by spelling or grammatical errors. |
| Good  (7-8 pts.) | The section mostly addresses what is requested but the author may have not have fully understood a portion of the assignment or chose not to address some aspect. Alternatively an aspect may have been stated incorrectly. Still the majority of what is requested is there and correct. The writing mostly contributes to the understanding of the report content. The style and organization of the report mostly enhance the flow of the document although there may be some instances where sentence structure cause minor distractions. There may be spelling/grammatical errors that are minor distractions, but they do not significantly detract from the overall assignment (e.g., “their” instead of “there” or “your” instead of “you’re”). |
| Basic  (5-6 pts.) | The section makes a worthwhile attempt at addressing the requested information but is missing multiple critical elements or includes egregiously incorrect information. The writing is solid and for the most part does not detract from understanding of the report content. There may be instances where the reader must pause to fully understand what is being said due to grammatically correct but awkwardly structured sentences or statements. There may be moments when the reader has to think about what the student is trying to say within the context of the assignment, but the overall organization is mostly logical and coherent, and/or there are noticeable spelling and/or grammatical errors or formatting that should have been addressed (e.g., using the wrong word or a sentence fragment). |
| Needs Improvement (3-4 pts.) | The section addresses a minimal amount of the requested information. Large, obvious chunks are missing showing the author either didn’t read/comprehend all of the material, didn’t understand what was being asked for, or chose not to complete the section. Still there are some worthwhile insights or accounting that shows a reasonable attempt. The overall quality of writing is poor and makes it difficult for the reader to evaluate content knowledge. There are multiple instances where the writing style is awkward and hard to understand. After reading the assignment, the reader struggles to understand what the student was trying to say. The organizational structure of the report lacks coherence, and/or there are significant spelling and/or grammatical errors, or formatting errors. |
| Weak  (1-2 pts.) | The author attempted the section but completely misunderstood the assignment or book content and provided little if any useful insights. The writing for the report is largely incoherent. After reading the assignment, the reader still does not understand what the student is trying to say. The style and organization of the report hinders attempts at following the narrative. Spelling, grammatical and formatting errors may be severe. |
| No Attempt  (0 pts) | The section was not included in the submission. |