Qualitative factors are non-financial in nature but are important for management to consider when making decisions.

Reflecting on a company for which you have worked (or are otherwise familiar), describe three qualitative factors that

would be important for management decision-making. Then, assess each of them in order of importance. Given your

assessment, justify a situation where the qualitative factors would outweigh the quantitative results. Be specific.

As portfolio activities are to be self-reflective, please make sure to connect the portfolio assignment to:

Your personal experiences. Reflect on how this assignment topic is applicable to and will benefit you.

Course readings and any external readings.

Discussion forum posts or other course objectives.

The Portfolio Activity entry should be a minimum of 500 words and not more than 750 words. Use APA citations and

references if you use ideas from the readings or other sources.

This assignment will be assessed using the Portfolio rubric.