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Grid View**List View**

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
1. Use a framework of your choice (e.g., Porter's Five Forces of Competition from the textbook) to perform a competitive analysis of the company's industry. Support your response.	<p>0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely used a framework of your choice (e.g., Porter's Five Forces of Competition from the textbook) to perform a competitive analysis of the company's industry. Did not submit or incompletely supported your response.</p>	<p>21 (14.00%) - 23.7 (15.80%) Partially used a framework of your choice (e.g., Porter's Five Forces of Competition from the textbook) to perform a competitive analysis of the company's industry. Partially supported your response.</p>	<p>24 (16.00%) - 26.7 (17.80%) Satisfactorily used a framework of your choice (e.g., Porter's Five Forces of Competition from the textbook) to perform a competitive analysis of the company's industry. Satisfactorily supported your response.</p>	<p>27 (18.00%) - 30 (20.00%) Thoroughly used a framework of your choice (e.g., Porter's Five Forces of Competition from the textbook) to perform a competitive analysis of the company's industry. Thoroughly supported your response.</p>
2. Select at least two (2) innovative and technology trends that the company or its competitors introduced. Next, examine the feasibility and expected market impact of the trends you selected. Provide a rationale for your response.	<p>0 (0.00%) - 25.875 (17.25%) Did not submit or incompletely selected at least two (2) innovative and technology trends that the company or its competitors introduced. Did not submit or incompletely examined the feasibility and expected market impact of the trends you selected. Did not submit or incompletely provided a rationale for your response.</p>	<p>26.25 (17.50%) - 29.625 (19.75%) Partially selected at least two (2) innovative and technology trends that the company or its competitors introduced. Partially examined the feasibility and expected market impact of the trends you selected. Partially provided a rationale for your response.</p>	<p>30 (20.00%) - 33.375 (22.25%) Satisfactorily selected at least two (2) innovative and technology trends that the company or its competitors introduced. Satisfactorily examined the feasibility and expected market impact of the trends you selected. Satisfactorily provided a rationale for your response.</p>	<p>33.75 (22.50%) - 37.5 (25.00%) Thoroughly selected at least two (2) innovative and technology trends that the company or its competitors introduced. Thoroughly examined the feasibility and expected market impact of the trends you selected. Thoroughly provided a rationale for your response.</p>
3. Assess the company's situation (e.g., its capabilities, resources, etc.) regarding its recent development. Provide support for your response.	<p>0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely assessed the company's situation (e.g., its capabilities, resources, etc.) regarding its recent development. Did not submit or incompletely provided support for your response.</p>	<p>21 (14.00%) - 23.7 (15.80%) Partially assessed the company's situation (e.g., its capabilities, resources, etc.) regarding its recent development. Partially provided support for your response.</p>	<p>24 (16.00%) - 26.7 (17.80%) Satisfactorily assessed the company's situation (e.g., its capabilities, resources, etc.) regarding its recent development. Satisfactorily provided support for your response.</p>	<p>27 (18.00%) - 30 (20.00%) Thoroughly assessed the company's situation (e.g., its capabilities, resources, etc.) regarding its recent development. Thoroughly provided support for your response.</p>
4. Give your opinion as to whether the company's organizational structure supports or impedes its ability to innovate and be a successful company. Justify your answer.	<p>0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely gave your opinion as to whether the company's organizational structure supports or impedes its ability to innovate and be a successful company. Did not submit or incompletely justified your answer.</p>	<p>21 (14.00%) - 23.7 (15.80%) Partially gave your opinion as to whether the company's organizational structure supports or impedes its ability to innovate and be a successful company. Partially justified your answer.</p>	<p>24 (16.00%) - 26.7 (17.80%) Satisfactorily gave your opinion as to whether the company's organizational structure supports or impedes its ability to innovate and be a successful company. Satisfactorily justified your answer.</p>	<p>27 (18.00%) - 30 (20.00%) Thoroughly gave your opinion as to whether the company's organizational structure supports or impedes its ability to innovate and be a successful company. Thoroughly justified your answer.</p>



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