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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. Evaluate the importance of innovation for the long term survival for your chosen company as well as the industry that your chosen company fits in. Next, recommend an overall strategy in order to foster innovation in your chosen company. Provide a rationale for your response.	<p>0 (0.00%) - 15.525 (10.35%) Did not submit or incompletely evaluated the importance of innovation for the long term survival for your chosen company as well as the industry that your chosen company fits in. Did not submit or incompletely recommended an overall strategy in order to foster innovation in your chosen company. Did not submit or incompletely provided a rationale for your response.</p>	<p>15.75 (10.50%) - 17.775 (11.85%) Partially evaluated the importance of innovation for the long term survival for your chosen company as well as the industry that your chosen company fits in. Partially recommended an overall strategy in order to foster innovation in your chosen company. Partially provided a rationale for your response.</p>	<p>18 (12.00%) - 20.025 (13.35%) Satisfactorily evaluated the importance of innovation for the long term survival for your chosen company as well as the industry that your chosen company fits in. Satisfactorily recommended an overall strategy in order to foster innovation in your chosen company. Satisfactorily provided a rationale for your response.</p>	<p>20.25 (13.50%) - 22.5 (15.00%) Thoroughly evaluated the importance of innovation for the long term survival for your chosen company as well as the industry that your chosen company fits in. Thoroughly recommended an overall strategy in order to foster innovation in your chosen company. Thoroughly provided a rationale for your response.</p>
2. Speculate on how you would expect the industry to evolve over a period of five (5) and ten (10) years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Provide a rationale for your response.	<p>0 (0.00%) - 15.525 (10.35%) Did not submit or incompletely speculated on how you would expect the industry to evolve over a period of five (5) and ten (10) years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Did not submit or incompletely provided a rationale for your response.</p>	<p>15.75 (10.50%) - 17.775 (11.85%) Partially speculated on how you would expect the industry to evolve over a period of five (5) and ten (10) years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Partially provided a rationale for your response.</p>	<p>18 (12.00%) - 20.025 (13.35%) Satisfactorily speculated on how you would expect the industry to evolve over a period of five (5) and ten (10) years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Satisfactorily provided a rationale for your response.</p>	<p>20.25 (13.50%) - 22.5 (15.00%) Thoroughly speculated on how you would expect the industry to evolve over a period of five (5) and ten (10) years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Thoroughly provided a rationale for your response.</p>
3. Determine your chosen company's top advantage(s) over its competitors. Justify your answer.	<p>0 (0.00%) - 15.525 (10.35%) Did not submit or incompletely determined your chosen company's top advantage(s) over its competitors. Did not submit or incompletely justified your answer.</p>	<p>15.75 (10.50%) - 17.775 (11.85%) Partially determined your chosen company's top advantage(s) over its competitors. Partially justified your answer.</p>	<p>18 (12.00%) - 20.025 (13.35%) Satisfactorily determined your chosen company's top advantage(s) over its competitors. Satisfactorily justified your answer.</p>	<p>20.25 (13.50%) - 22.5 (15.00%) Thoroughly determined your chosen company's top advantage(s) over its competitors. Thoroughly justified your answer.</p>
4. Determine two or three (2-3) competitive advantages for your chosen company. Justify your answer.	<p>0 (0.00%) - 20.7 (13.80%) Did not submit or incompletely</p>	<p>21 (14.00%) - 23.7 (15.80%) Partially determined two or three (2-3) competitive advantages for your chosen company. Partially justified your answer.</p>	<p>24 (16.00%) - 26.7 (17.80%) Satisfactorily determined two or three (2-3) competitive advantages for your chosen company. Satisfactorily justified your answer.</p>	<p>27 (18.00%) - 30 (20.00%) Thoroughly determined two or three (2-3) competitive advantages for your chosen company. Thoroughly justified your answer.</p>



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