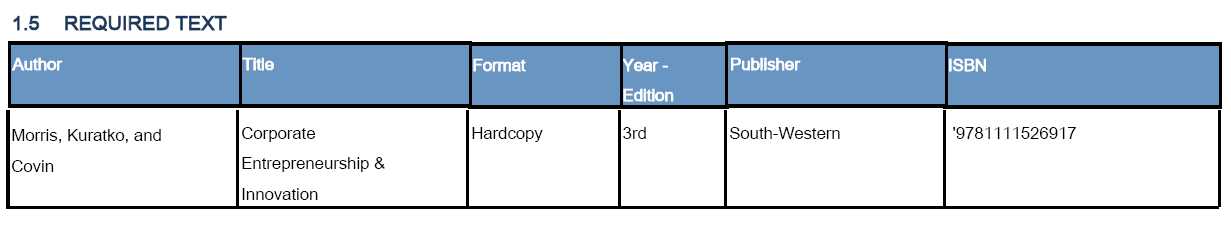
**Group Project**

**Part 1:** Select **one** of the Innovator’s Notebook case. Answer the questions based on the textbook material and logic.

**Part 2:** Compare the entrepreneur and innovative strategies/decisions of the company analyzed in Innovator’s Notebook with its close global competitor (or a similar organization in the UAE). A comparison table is highly desired. Make a judgment on the efficacy and success of the global competitor’s entrepreneur and innovative strategies/decisions. You may also want to analyze the impact of these two companies in the UAE.

**Word length:** 2,500 to 3,000

**Note we are using bellow Text book**

****

**Rubric for Group Project Assessments- Guidelines**

**Learner Name: -------------------------------------------Learner ID:-------------------- Date**

|  |
| --- |
| Innovation in the selected business organization. |
|  |
|  |

**Marking Criteria**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Grade** | **Response to question** | **Knowledge and understanding of course material** | **Approach to alternative explanations and arguments** | **Construction of argument** | **Clear expression and use of academic conventions** | **Approach to**  **Language and data**  **(where appropriate)** |
| **A**  **(Excellent)** | Demonstrates originality and critical thinking | Demonstrates solid knowledge and understanding | Demonstrates logical criticism | Original, demonstrates creative thinking and coherence | Very well organized and based on evidence and appropriately referenced | Logical and Complete  Interpretation and analysis |
| **B**  (**Very good**) | Polished and utilizes a wide range of relevant and contemporary material to produce a cogent and insightful argument | Comprehensive use of relevant body of knowledge | Objective discussion of competing explanations and arguments | Conclusions are drawn evaluated evidence, all sections contributing | Very good structure, expression and ability to employ sources appropriately | Very good Analysis,  judicious interpretations |
| **C**  **(Good)** | Clear evidence of understanding question and overall address the main issues of answer | Effective inferences from evidence/ideas/concepts and arguments central to the course | Recognition and limited discussion of competing explanations | Clear, sustained argument | Good structure/ expression/referencing | Analysis barely appropriate  and related to course |
| **D-F**  **(Poor-Fail)** | Irrelevant, unacceptable | Very poor comprehension of material | Very poor explanation and argument | Demonstrating errors of judgment and understanding | Very poor, many errors, not based on references | Serious deficiencies |

**Remarks: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**