

Learning Goal #3: Management of Technology Rubric (MBA)

Topic	<i>Understanding of a technology strategy</i>		
	Unsatisfactory	Satisfactory	Exceeds requirements
Identify a company's tech strategy	Failure to distinguish between a business and technology strategy.	Identify array of tech competencies and external technological environments with some integration.	Demonstrated an in-depth and integrated understanding of tech strategy.
Evaluate a company technology strategy	Description of strategy without a critique or evaluation.	Evaluation was completed and included some substantiation.	Conclusion was strongly supported by evidence and reason.
Propose solutions to the problems identified by utilizing theories/frameworks/perspectives learned from readings and class discussions	Solutions relied on common wisdom and/or generalities, and were generally not based in theory. Solutions did not demonstrate knowledge of course contents.	Solutions were based on theories and concepts used in the course and represented an adequate understanding of these concepts.	Solutions were based on theories beyond those covered in course and/or used personal experience appropriately. Student creatively applied course concepts to develop solutions.
Topic	<i>Demonstrate ability to critically evaluate how technology affects industry dynamics</i>		
	Unsatisfactory	Satisfactory	Exceeds requirements
Understand the implications of a new technology	Doesn't adequately identify consequences of new technology.	Identifies multiple consequences (short/long term) of a new technology.	Identifies inherent uncertainties and opportunities for influencing a new technology development.
Propose a technology strategy in light of the implications of a new technology	Incorrect or incomplete identification of firm's technology strategy. Recommended strategy moves very little beyond the current one.	Correct and complete identification of firm's current technology strategy. Recommended move beyond current strategy and are grounded in course theory and logic.	Significant integration and use of course concepts. Recommendations demonstrate significant insight and analysis.