

## INNOVATIVE THINKING (Business and Strategic Plan)

**PROGRAM:**  
\_MBA\_\_\_\_\_

**Course Number:** \_\_\_\_\_

Independent Study

**Acad. Year:** \_\_\_\_\_

**Semester:** \_\_\_\_\_

**Assessor Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Student Name:** \_\_\_\_\_ **Student ID:** \_\_\_\_\_

| <i>Results</i>     | 4 (Excellent)  | 3 (Good)  | 2 (Fair)  | 1 (Improvement Needed)  |
|--------------------|--|---|---|---|
| <i>Criteria</i>    |  |   |   |   |
| <b>Originality</b> | Product/Business Model/Solution/Strategy is new/unique/surprising/radical.<br><br>It is a result of successfully breaking rules and conventions, or using typical model/idea/method/materials/components in new/clever/surprising ways.<br><br><div style="text-align: center;"><input type="checkbox"/></div> | Product/Business Model/Solution/Strategy shows new/significant improvements or shows a personal touch.<br><br>It is a result of stepping outside rules and conventions.<br><br><div style="text-align: center;"><input type="checkbox"/></div>                          | Product/Business Model/Solution/Strategy has shown some improvement/incremental that is predictable or conventional.<br><br>It may show a tentative attempt to step outside rules and conventions, or find new uses for common model/idea/method/materials/components.<br><br><div style="text-align: center;"><input type="checkbox"/></div> | Product/Business Model/Solution/Strategy relies on existing models, ideas, or directions; it is not new or unique.<br><br>It follows rules and conventions; uses model/idea/method/materials/components in typical ways.<br><br><div style="text-align: center;"><input type="checkbox"/></div> |
| <b>Value</b>       | Product/Business Model/Solution/Strategy is significantly useful and valuable; it solves the defined problem or meets the identified need.<br><br>The proposed idea is marketable, operationally feasible, and profitable.<br><br><div style="text-align: center;"><input type="checkbox"/></div>              | Product/Business Model/Solution/Strategy is useful and valuable; it solve certain aspects of the defined problem or exactly meet the identified need.<br><br>It may be feasible in some aspects.<br><br><div style="text-align: center;"><input type="checkbox"/></div> | Product/Business Model/Solution/Strategy is somewhat useful and valuable; it may solve only minor aspects of the defined problem or exactly meet the identified need.<br><br>It may be feasible in only minor aspects.<br><br><div style="text-align: center;"><input type="checkbox"/></div>   | Product/Business Model/Solution/Strategy is not useful or valuable to the intended consumer/user.<br><br>It is not feasible.<br><br><div style="text-align: center;"><input type="checkbox"/></div>   |