



CHULALONGKORN
BUSINESS SCHOOL
FLAGSHIP FOR LIFE

INNOVATIVE THINKING (Research/Case Study)

PROGRAM: Master of
Management in International
Business Management
(International Program)

Course Number: _____

Thesis Special Project Other: _____
 Independent Study Senior Project _____

Academic Year: _____
Semester: _____

Assessor Name: _____ **Date:** _____

Student Name: _____ **Student ID:** _____

<i>Results</i> <i>Criteria</i>	4 (Beyond Expectation)	3 (Meet Standard)	2 (Fair)	1 (Improvement Needed)
Originality	The research problem or issue in the case study provides new/unique/surprising/radical knowledge <input type="checkbox"/>	The research problem or issue in the case study shows new/significant improvements of knowledge or stepping outside rules and conventions. <input type="checkbox"/>	The research problem or issue in the case study has shown some confirmation about the existing knowledge that is predictable or conventional. <input type="checkbox"/>	The research problem or issues in the case study relies on existing knowledge; it is not new or unique. <input type="checkbox"/>
Value	The result of reserch and case study is significantly useful and valuable; it provide significant information or knowledge to solve business problems. <input type="checkbox"/>	The result of reserch and case study is useful and valuable; it provide information or knowledge to solve certain aspects of business problems. <input type="checkbox"/>	The result of reserch and case study is somewhat useful and valuable; it may solve only minor aspects of businesss problem. <input type="checkbox"/>	The result of reserch and case study is not useful or valuable to solve business problem. <input type="checkbox"/>

Remark: _____
