

<p>ETEC 522</p> <p>David Vogt David Porter MET Program 2011</p>	<p>ETEC 522 - Assignment 1 - Market or Venture Analysis</p> <p>The analytical submission (Assignment 1) will consider a market environment or a specific venture.</p> <p>We will be looking for critical thought, design, and presentation (structure, writing, and use of media) of a professional standard in these submissions. It is also expected that students, given the nature of the course content, will demonstrate a sound understanding of objective comparative and analytic techniques respecting the viability of learning technology enterprises.</p>		
<p>Objective / Criteria</p>	<p>Performance Indicators</p>		
	<p>Excellent</p>	<p>Acceptable</p>	<p>Re-focus</p>
<p>Rationale for Venture Choice (Value = 10)</p>	<p>A compelling rationale for the subject matter that clearly and comprehensively conveys its resonant value within the learning technologies marketplace and to the student's own professional interests.</p> <p>10</p>	<p>The rationale outlines key aspects of the value proposition presented by the market or venture and makes general connection to the learning technologies marketplace and/or to the student's professional interests.</p> <p>7</p>	<p>Rationale for the venture choice is expressed, but no strongly cohesive or articulate arguments connect the analysis to markets and professional interests.</p> <p>5</p>
<p>Critical EVA (Value = 10)</p>	<p>An engagingly credible analysis that uses criteria and/or methods that are relevant, comprehensive, and incisive to the substance and conclusions.</p> <p>10</p>	<p>The analysis uses criteria that are clear and mostly relevant. However, some facets of analysis have been overlooked or are missing</p> <p>7</p>	<p>The analysis uses criteria that are general, vague, or irrelevant. Or, the analysis is not strongly presented.</p> <p>5</p>
<p>Reflections on the EVA Process (Value = 5)</p>	<p>The proponent clearly and accurately outlines the relevance of their analysis to the EVA process and to their thinking about their own upcoming venture proposal and pitch for Assignment #3</p> <p>5</p>	<p>Self-reflection on the process related to this venture analysis is expressed, but no strong connection to the upcoming venture proposal and pitch was made</p> <p>3</p>	<p>Weak or no self-reflection provided</p> <p>1 (This means 1-0)</p>