Rubric

Internal Envir - RBV and Value Chain

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| **Criteria** | **Ratings** | **Pts** |
| This criterion is linked to a Learning OutcomeRBV - Identified resources and capabilities (not products). |

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| 1.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 1.0 pts |
| This criterion is linked to a Learning OutcomeRBV - Resources and capabilities are specific enough that they wouldn’t fit any other company. |

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| 1.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 1.0 pts |
| This criterion is linked to a Learning OutcomeRBV - Evaluated each resource/capability using VRIS. |

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| 1.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 1.0 pts |
| This criterion is linked to a Learning OutcomeRBV - Properly identified the competitive consequences. (eg YYYY=sustainable competitive advantage, above normal returns. YNxx=competitive parity, average returns) |

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| 1.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 1.0 pts |
| This criterion is linked to a Learning OutcomeRBV - This criterion is linked to a Learning Outcome Identified the strategic consequences for the firm (eg what resources and capabilities does the firm need to develop, [protect](https://templeu.instructure.com/courses/65335/assignments/511862), [invest](https://templeu.instructure.com/courses/65335/assignments/511862) in, etc). |

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| 1.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 1.0 pts |
| This criterion is linked to a Learning OutcomeVC - Identified key activities. |

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| 1.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 1.0 pts |
| This criterion is linked to a Learning OutcomeVC - Evaluated if S, E, I. Provided qualitative/quantitative evidence to support. |

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| 2.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 2.0 pts |
| This criterion is linked to a Learning OutcomeVC - Determined recommendations. (Which activities created value? Should any be outsourced? Should investments/improvements be made?) |

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| 2.0 ptsFull Marks | 0.0 ptsNo Marks |

 | 2.0 pts |
| Total Points: 10.0 |