

TASK 3

Introduction

Organizations often try to develop an entrepreneurial culture through a strong orientation toward entrepreneurship.

Requirements

- Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. An originality report is provided when you submit your task that can be used as a guide.
- You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

A. Prepare a brief summary, listing and defining *at least four* reasons why entrepreneurial organizations seek opportunities for innovation.

B. Acknowledge sources, using APA-formatted in-text citations and references, for content that is quoted, paraphrased, or summarized.

C. Demonstrate professional communication in the content and presentation of your submission.

Rubric

A.:Reasons for Seeking Innovation

Not Evident	Approaching Competence	Competent
Does not correctly define any reasons for seeking innovation.	Correctly defines fewer than 4 reasons for seeking innovation.	Correctly defines 4 reasons for seeking innovation.

B.:APA Sources

Not Evident	Approaching Competence	Competent
The submission does not include in-text citations and references according to APA style for content that is quoted, paraphrased, or summarized.	The submission includes in-text citations and references for content that is quoted, paraphrased, or summarized but does not demonstrate a consistent application of APA style.	The submission includes in-text citations and references for content that is quoted, paraphrased, or summarized and demonstrates a consistent application of APA style.

C.:Professional Communication

Not Evident

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

Approaching Competence

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

Competent

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.