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| **“Google” Case** | Comments | Points Possible | Points Earned |
| Considering “Machine Learning”, discuss how Alphabet/Google could succumb to this “Technology Risk”. Name the “Competitor” and the “Technology Domain” (search, driverless cars or others) that might weaken Alphabet/Google, the “Probability” that it would occur, and the “Impact” (change in Market Capitalization over 1 year) if it did occur. How would you recommend that Google/Alphabet “Mitigate” this “Risk”? | *1 point risk and explanation*  *0.25 point competitor*  *0.25 point technology domain*  *0.25 point probability occur*  *0.25 point impact on market cap*  *1 point risk mitigation* | 3.0 |  |
| Considering “International Market Competition”, discuss how Alphabet/Google could succumb to this “Market Risk”. Name the “Country” and “Competitor” that might weaken Alphabet/Google, the “Probability” that it would occur, and the “Impact” (change in Market Capitalization over 1 year) if it did occur. How would you recommend that Google/Alphabet “Mitigate” this “Risk”? | *1 point risk and explanation*  *0.25 point competitor*  *0.25 point technology domain*  *0.25 point probability occur*  *0.25 point impact on market cap*  *1 point risk mitigation* | 3.0 |  |
| Considering one “Social Issue” (privacy, government regulation, intellectual property, brand or others), discuss how Alphabet/Google could succumb to this “Social Risk”. Name the “Country/Region”, “Competitor”, and “Social Issue” that might weaken Alphabet/Google, the “Probability” that it would occur, and the “Impact” (change in Market Capitalization over 1 year) if it occurred. How would you recommend that Google/Alphabet “Mitigate” this “Risk”? | *1 point risk and explanation*  *0.25 point competitor*  *0.25 point technology domain*  *0.25 point probability occur*  *0.25 point impact on market cap*  *1 point risk mitigation* | 3.0 |  |
| Answer using professional English language, grammar, style, and referencing. | *Correct spelling & grammar.*  *Professional writing style.*  *References* | 1.0 |  |
| Total |  | 10 |  |
| Highlight in Yellow | Errors in grammar, spelling or style | | |
| Highlight in Red | Errors in fact or logic | | |
| Highlight in Green | Excellent point of logic or insight | | |