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Anatomy of a Scan: Digital Market Intelligence and Economic Literacy in the MBA Curriculum

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Abstract

This pilot study examined an innovative rubric designed to overcome the deficiencies of present environmental scanning frameworks. The Anatomy of a Scan rubric resolves two problems associated with environmental scanning instruction. First, the need for simpler rubric designs with familiar formats arises because digital knowledge economy intelligence exceeds the capabilities of existing scanning rubrics, given business education course delivery constraints. Second, the need for improved economic information literacy arises because knowledge economy dynamics expand the breadth and depth of digital market intelligence. By using economic market intelligence to anchor environmental scanning, the anatomy rubric improves students' strategic focus with conceptual advantages and raises economic literacy with empirical application.

Keywords:

business education

cognitive rubric

digital intelligence

economic literacy

environmental scanning

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