

Assignment 1: Innovation from Google's Free Food Strategy

Due Week 4 and worth 300 points

Google is widely known for its workplace creativity and innovation within the technology field. Its search engine is the most extensively used search tool in the world, its data analytics are revolutionary, and it continues to raise the bar for innovation and design with Google Glass, smart watches, and mobile phones. Google has been featured in dozens of technology and business magazines.

Additionally, *Fortune Magazine's* list of the "Best Companies to Work For 2014" has ranked Google number one (#1). This ranking is largely due to employee benefits such as free meals, dry cleaning services, video games, massage therapy, in-door gyms, shuttle services, and affordable daycare services for employees.

In addition to your textbook, review the following articles and videos about Google's work culture in preparation for this assignment:

- "How the Googleplex Works" by Jonathan Strickland, located at <http://computer.howstuffworks.com/googleplex2.htm>
- "Google Employees Reveal Their Favorite Perks Working For The Company" by Kevin Smith, located at <http://www.businessinsider.com/google-employee-favorite-perks-2013-3?op=1>
- "At Google, Hours Are Long, But the Consomme Is Free" by Sara Kehaulani Goo, located at <http://www.washingtonpost.com/wp-dyn/content/article/2007/01/23/AR2007012300334.html>
- "Google interns' first week" (5 min 50 s). Video Source: Google. (2013, June 4). Google interns' first week [Video file]. Retrieved from <http://www.youtube.com/watch?v=9No-FiEInLA>
- "Google Great Place to Work Entry" (2 min 46 s). Video Source: IBAustralia. (2008, April 30). Google Great Place to Work Entry [Video file]. Retrieved from <http://www.youtube.com/watch?v=n2nfZPsd794>

Write a four to six (4-6) page paper in which you:

1. Briefly describe Google, its mission, and its business model.
2. Analyze the types of people that work at Google, with respect to the business culture of the organization. Indicate one to two (1-2) qualities that define a leader at Google, and determine the typical background of a Google employee.
3. Identify two (2) examples of services or amenities that Google provides to its employees, interns, partners, and visitors. Next, examine two to three (2-3) ways in which such free services and amenities create an organizational culture that fosters creativity and innovation. **Note:** In the context of business, "creativity" means having the ability to conceive something new and original, including ideas, imagination, and things that are outside of the box. "Innovation" is the implementation and execution of something new, including products, technology, services, and business models.
4. Discuss Google's organizational culture, and determine whether or not you would prefer to work in this type of environment. Indicate whether or not Google's company culture would help you to perform your tasks with a greater degree of creativity and innovation. Provide a rationale for your response.
5. Use at least three (3) quality references. **Note:** Wikipedia and similar Websites do not qualify as academic resources.

Your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Describe the primary functions of management (planning, organizing, leading, controlling) and the associated skills, tools, and theoretical approaches that can be used to accomplish these functions.
- Explain the principal theories and the various approaches to management that have evolved over time and their application to current management situations.
- Explain the decision-making process management uses to develop viable courses of action to a variety of management situations.
- Use technology and information resources to research issues in management concepts.
- Write clearly and concisely about management concepts using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 300		Assignment 1: Innovation from Google's Free Food Strategy			
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Briefly describe Google, its mission, and its business model. Weight: 20%	Did not submit or incompletely briefly described Google, its mission, and its business model.	Insufficiently briefly described Google, its mission, and its business model.	Partially briefly described Google, its mission, and its business model.	Satisfactorily briefly described Google, its mission, and its business model.	Thoroughly briefly described Google, its mission, and its business model.
2. Analyze the types of people that work at Google, with respect to the business culture of the organization. Indicate one to two (1-2) qualities that define a leader at Google, and determine the typical background of a Google employee. Weight: 20%	Did not submit or incompletely analyzed the types of people that work at Google, with respect to the business culture of the organization. Did not submit or incompletely indicated one to two (1-2) qualities that define a leader at Google, and determined the typical background of a Google employee.	Insufficiently analyzed the types of people that work at Google, with respect to the business culture of the organization. Insufficiently indicated one to two (1-2) qualities that define a leader at Google, and determined the typical background of a Google employee.	Partially analyzed the types of people that work at Google, with respect to the business culture of the organization. Partially indicated one to two (1-2) qualities that define a leader at Google, and determined the typical background of a Google employee.	Satisfactorily analyzed the types of people that work at Google, with respect to the business culture of the organization. Satisfactorily indicated one to two (1-2) qualities that define a leader at Google, and determined the typical background of a Google employee.	Thoroughly analyzed the types of people that work at Google, with respect to the business culture of the organization. Thoroughly indicated one to two (1-2) qualities that define a leader at Google, and determined the typical background of a Google employee.

<p>3. Identify two (2) examples of services or amenities that Google provides to its employees, interns, partners, and visitors. Next, examine two to three (2-3) ways in which such free services and amenities create an organizational culture that fosters creativity and innovation. Note: In the context of business, "creativity" means having the ability to conceive something new and original, including ideas, imagination, and things that are outside of the box. "Innovation" is the implementation and execution of something new, including products, technology, services, and business models. Weight: 25%</p>	<p>Did not submit or incompletely identified two (2) examples of services or amenities that Google provides to its employees, interns, partners, and visitors. Did not submit or incompletely examined two to three (2-3) ways in which such free services and amenities create an organizational culture that fosters creativity and innovation.</p>	<p>Insufficiently identified two (2) examples of services or amenities that Google provides to its employees, interns, partners, and visitors. Insufficiently examined two to three (2-3) ways in which such free services and amenities create an organizational culture that fosters creativity and innovation.</p>	<p>Partially identified two (2) examples of services or amenities that Google provides to its employees, interns, partners, and visitors. Partially examined two to three (2-3) ways in which such free services and amenities create an organizational culture that fosters creativity and innovation.</p>	<p>Satisfactorily identified two (2) examples of services or amenities that Google provides to its employees, interns, partners, and visitors. Satisfactorily examined two to three (2-3) ways in which such free services and amenities create an organizational culture that fosters creativity and innovation.</p>	<p>Thoroughly identified two (2) examples of services or amenities that Google provides to its employees, interns, partners, and visitors. Thoroughly examined two to three (2-3) ways in which such free services and amenities create an organizational culture that fosters creativity and innovation.</p>
<p>4. Discuss Google's organizational culture, and determine whether or not you would prefer to work in this type of environment. Indicate whether or not Google's company culture would help you to perform your tasks with a greater degree of creativity and innovation. Provide a rationale for your response. Weight: 20%</p>	<p>Did not submit or incompletely discussed Google's organizational culture, and determined whether or not you would prefer to work in this type of environment. Did not submit or incompletely indicated whether or not Google's company culture would help you to perform your tasks with a greater degree of creativity and innovation. Did not submit or incompletely provided a rationale for your response.</p>	<p>Insufficiently discussed Google's organizational culture, and determined whether or not you would prefer to work in this type of environment. Insufficiently indicated whether or not Google's company culture would help you to perform your tasks with a greater degree of creativity and innovation. Insufficiently provided a rationale for your response.</p>	<p>Partially discussed Google's organizational culture, and determined whether or not you would prefer to work in this type of environment. Partially indicated whether or not Google's company culture would help you to perform your tasks with a greater degree of creativity and innovation. Partially provided a rationale for your response.</p>	<p>Satisfactorily discussed Google's organizational culture, and determined whether or not you would prefer to work in this type of environment. Satisfactorily indicated whether or not Google's company culture would help you to perform your tasks with a greater degree of creativity and innovation. Satisfactorily provided a rationale for your response.</p>	<p>Thoroughly discussed Google's organizational culture, and determined whether or not you would prefer to work in this type of environment. Thoroughly indicated whether or not Google's company culture would help you to perform your tasks with a greater degree of creativity and innovation. Thoroughly provided a rationale for your response.</p>
<p>5. 3 references Weight: 5%</p>	<p>No references provided</p>	<p>Does not meet the required number of</p>	<p>Does not meet the required number of</p>	<p>Meets number of required references; all</p>	<p>Exceeds number of required</p>

		references; all references poor quality choices.	references; some references poor quality choices.	references high quality choices.	references; all references high quality choices.
6. Clarity, writing mechanics, and formatting requirements Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present