

Dr. Rita McGrath
Business Innovator

1. Where does Dr. Rita McGrath currently teach?

- A) Harvard Business School
- B) Columbia Business School
- C) Stanford Graduate School of Business
- D) Wharton School of the University of Pennsylvania

Answer: _____

2. What was Dr. McGrath's role before joining Columbia Business School?

- A) IT Director
- B) Marketing Manager
- C) Financial Analyst
- D) Sales Director

Answer: _____

3. What is the main focus of Dr. McGrath's company, Belize?

- A) Portfolio Management
- B) Marketing Strategies
- C) Financial Planning
- D) Human Resources

Answer: _____

4. How does Dr. McGrath suggest balancing personal and professional life?

- A) Ignoring personal life for career growth
- B) Prioritizing tasks and chunking them up
- C) Delegating all work to assistants
- D) Focusing solely on professional achievements

Answer: _____

5. What is one significant change in the business industry since the 80s, according to Dr. McGrath?

- A) Decrease in technology use
- B) Introduction of microprocessors and personal computers
- C) Increased reliance on written documentation
- D) Reduced pace of work

Answer: _____

6. Which of the following does Dr. McGrath believe AI can do in business?

- A) Replace human creativity
- B) Help sort through patterns and do grunt work
- C) Develop entirely new and novel solutions
- D) Eliminate the need for human workers

Answer: _____

7. What advice does Dr. McGrath give to students wanting to come to America to study business?

- A) Focus solely on getting into a prestigious business school
- B) Get some work experience first and consider internships
- C) Avoid studying in America and focus on local opportunities
- D) Only apply for undergraduate programs

Answer: _____

****Written Response Questions****

8. Explain how technology has transformed the business industry from the 80s to today, according to Dr. McGrath.

9. Discuss the importance of a growth mindset and lifelong learning as described by Dr. McGrath. Why is it significant for students?

10. Describe the process of bringing a business idea to reality based on Dr. McGrath's explanation. What steps are involved and how do they differ based on the context?
