The DM981 Management of Innovation course comprises two assessment elements, namely 1 group presentation and an individual innovation management book review. The teams would have to present the “innovation journey” described in the book that have been assigned to them in Lecture 1. The presentations should cover how the innovator, innovation / innovations and the innovative organization came into being by explaining how the innovative idea was invented, developed and commercialised by people within these organisations. Please refer to the presentation marking template to view the criteria used to assess the presentations.

Each student has to submit a 3000-word individual book review based on the book that is assigned to their team. In other words, the group presentation and the individual book reviews are based on the same book. The main purpose of a book review is to evaluate and to analyse. It requires the writer to show their understandings and attitudes towards the author through valued reviews, descriptions, and interpretations. It requires that the student identifies, summarises and, most importantly, evaluates the ideas and information the author has presented. A critical book review IS NOT a book report or summary. Reports and summaries discuss content, while reviews evaluate the book's strengths, weaknesses and validity through explanation, interpretation, and analysis. Critical reviews can be positive or negative, based on your assessment of the book. In writing a review, you combine the skills of describing what is on the page with the theoretical frameworks taught in class and analyse how the book tried to achieve its purpose, and expressing your own responses. You are expected to demonstrate that you can: I. understand the main points of the piece of work II. analyse the findings or argument of the book III. select appropriate criteria to evaluate the book IV.