**Subject name: Managing innovation in organisation**

**Innovation Analysis**

**Instructions:**

* Choose a type of innovation (product, process, technological or service).
* Discuss the most important milestones for this innovation and how they have affected organisations
* Recommend 3 future developments of this innovation for organizations based on your research

**Part A: 1500 Word Written Report (30% of total grade for subject)**

Your report should address and include the following elements (for more details, please refer to the marking rubric):

* Cover page, Introduction
* Discuss the major sub-types of your innovation or the area of this innovation you are going to focus on (eg mobile commerce within technological innovation, or self-service innovation, design innovation)
* Discuss the most important milestones for this innovation
* Discuss how your innovation has affected organisations management approach (Use company examples in your answer)
* Recommend 3 future developments of this innovation for organizations based on your research.  N.B. Timetable/costs/charts should be placed in an appendix and not included in word count.
* Use of appropriate presentation style and references - Use at least 10 academic references (using the  2010, Academy of Management style) + 5 other references.