Description

Managing Innovation. The module is assessed (100%) by an individual report (maximum 3,000 words+ 10%). The report should be comprised of the following three sections:1. Describe, in detail and in your own words, one or two innovation theories of your choice. Deep knowledge of one major innovation theory will be enough as a basis for a high mark, and you should not choose more than two innovation theories.2. Apply your chosen theory (or theories) to explain the historical development of one or more products and/or services for your selected organisation.3. Apply your chosen theory (or theories) to recommend possible future development pathways of your products or services for your selected organisation. Instructions for assessment. You have a choice of the following organizations for your assignment: TikTok. The indicative marking scheme for your report is as follows.1. Theoretical Explanation (30%): Section 1 as highlighted previously. Range and understanding of sources, synthesis and focus on relevant ideas.2. Historical Application (25%): Section 2 as highlighted previously. Organisation/coherence of argument, support through examples, details, quotations, and references, critical approach.3. Future Development (20%): Section 3 as highlighted previously. Organisation/coherence of argument, support through examples, details, quotations, and references, critical approach.4. Imagination (15%): Evidence of creativity and foresight in reflecting on course materials and articulating a novel and interesting picture of the student’s innovation.5. Presentation (10%): Length, use of academic conventions, grammar, paragraphing, layout, proofreading.
This marking scheme is merely indicative and will not be held to rigidly in assessing students’ reports. Your final mark for your report will be presented as an un-weighted mark out of 100%Your work will be assessed by a subject expert. Feedback will be given in the Turnitin/Grademark system with script comments plus overall points. When you access your marked work it is important that you reflect on the feedback so that you can use it to improve future assignments.In this report, high marks come from using innovation concepts and analysis from the module clearly applied to the organisation. Harvard referencing, a professional report style plus appropriate diagrams/tables are also required.Your assignment should have a maximum word limit of 3000 words (+10%), excluding references and any appendices, tables, and/or diagrams. There is no minimum word count for this report as the exercise is for you to write as concisely as possible to communicate your argument.Marks will be awarded for your ability to integrate, in a relevant way in your essay, some of the principal literature, theories, models, and frameworks of innovation from the module. Marks will also be awarded for your imaginative use of concepts from within and beyond the innovation literature to explain and predict the developmentof your chosen innovative products, services, or processes.Assignment submissions.The Business School requires a digital version of all assignment submissions.