



Assessment A

Introduction to Innovation Management
Session IV

Assessment A

October 2022



Assessment A

Module Learning Outcomes

Demonstrate a systematic understanding of the key elements that contribute to successful innovation management processes.

Assessment A

You will all work in teams.

Your team is required to review the recent innovation history (say, over the past five or ten years) of a company of your choice that is involved in manufacturing, product development or service provision, anywhere in the world.

Assessment A

Categorise the innovation developments which have taken place in terms of Greg Satell's typology and analyse them in relation to:

1. The extent to which they have shifted the chosen company's market position.
2. The extent to which they have influenced the company's internal structures and management processes.
3. The extent to which they have been technology dependent - and if so which technologies.
4. A consideration as to the outcome of the innovation.

Assessment A

Prepare a presentation of your findings. The presentation should end with:

1. An outline of what each of you contributed to the review on which the presentation is based;
2. What each of you learned in undertaking this assessment

Assessment A

The presentation should be made using PowerPoint and should last for 20 minutes. Each team member must present at least one element of the presentation. You should prepare for a 5-minute question period after your presentation is complete.

The Assessment in the form of a pdf needs to be submitted to Moodle no later than - noon
on Wednesday 23rd November 2022

Your presentations will take place on or around 25th November 2022



The Teams

			Team Tudor
			Team Powys
			Team Collen
			Team Collen
			Team Gwynedd