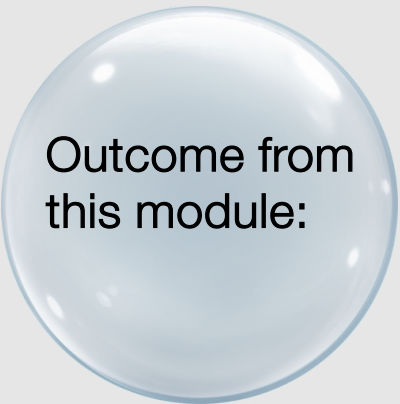




Introduction to Innovation Management

Submission : 12 noon 29th September 2023

Assessment B



Outcome from
this module:



Innovation
Management
Assessment B

Critically evaluate the uncertainties and technical/business risks inherent within any innovation- based activities.

Synthesise a detailed view of how individual, team and corporate behaviour can both facilitate or stifle innovation, in relation to best practices.

Task:

Select one innovation made by your own company, or a company of your choice in your sector of the manufacturing industry. This may be a product, process, business model or marketing innovation.

Prepare a 3,000-word report which analyses:



Prepare a 3,000-word report which analyses:



Innovation
Management
Assessment B

1. The principal driver/s for the innovation.
2. The barriers and risks faced by the company in developing this innovation.
3. The key determinants in the process of committing to develop the innovation.
4. The processes and technologies which the company used to carry this development forward.



Prepare a 3,000-word report which analyses:



Innovation
Management
Assessment B

5. The extent to which the development relied on resources external to the company and the ways in which the deployment of these resources was managed.
6. How management overview of the development was maintained.
7. The extent to which you feel this innovation process represents best practice.



Prepare a 3,000-word report which analyses:



Innovation
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8. Your report should also provide your own critique of the whole innovation process –
and an evaluation (to the extent to which one is possible in the case of very recent innovations) of
the success of your chosen innovation.

1. The principal driver/s for the innovation.
2. The barriers and risks faced by the company in developing this innovation.
3. The key determinants in the process of committing to develop the innovation.
4. The processes and technologies which the company used to carry this development forward.
5. The extent to which the development relied on resources external to the company and the ways in which the deployment of these resources was managed.
6. How management overview of the development was maintained.
7. The extent to which you feel this innovation process represents best practice.
8. Your report should also provide your own critique of the whole innovation process – and an evaluation (to the extent to which one is possible in the case of very recent innovations) of the success of your chosen innovation.

1. The principal driver/s for the innovation.
2. The barriers and risks faced by the company in developing this innovation.
3. The key determinants in the process of committing to develop the innovation.
4. The processes and technologies which the company used to carry this development forward.
5. The extent to which the development relied on resources external to the company and the ways in which the deployment of these resources was managed.
6. How management overview of the development was maintained.

factually
observed
information
and data

7. The extent to which you feel this innovation process represents best practice.
8. Your report should also provide your own critique of the whole innovation process –
and an evaluation (to the extent to which one is possible in the case of very recent innovations) of the success of your chosen innovation.

measure

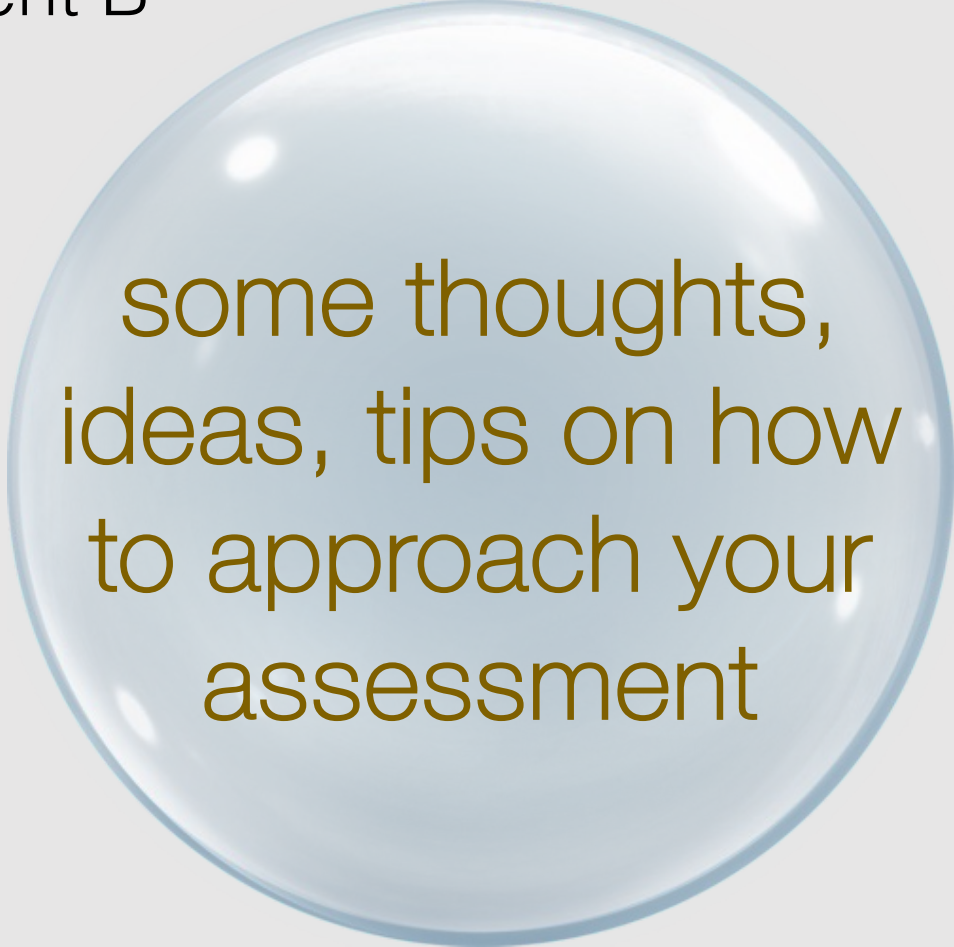
analyse,
consider,
record



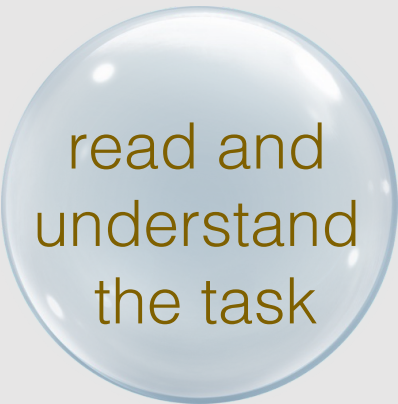
Introduction to Innovation Management Assessment B



Innovation
Management
Assessment B



some thoughts,
ideas, tips on how
to approach your
assessment



read and
understand
the task

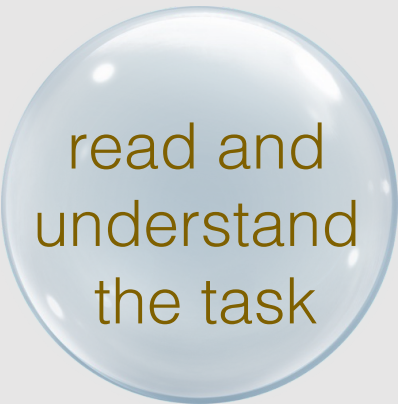


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Assessment B

Select one innovation made by your own company, or a company of your choice in your sector of the manufacturing industry. This may be a product, process, business model or marketing innovation.

Prepare a 3,000-word report which analyses:

There is nothing hidden in this question – it's as simple as it is written



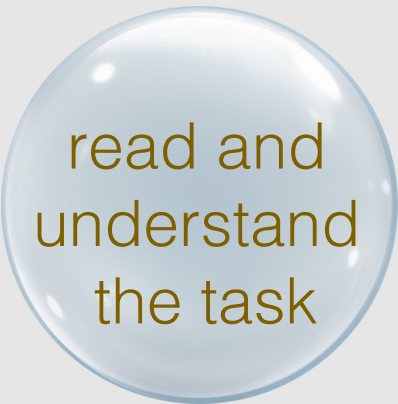
read and
understand
the task



Innovation
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Assessment B

A short synopsis or - abridgement, summation, summary, background about....

- product innovation - what is it, what does it do
- process innovation - what is the context of the process
- marketing innovation – who why what reason
- etc etc

A blue, glossy sphere with a gradient and a shadow, containing the text "read and understand the task" in a gold, serif font.

read and
understand
the task

Prepare a 3,000-word report which analyses:

A blue, glossy sphere with a gradient and a shadow, containing the text "Innovation Management" and "Assessment B" in a black, sans-serif font.

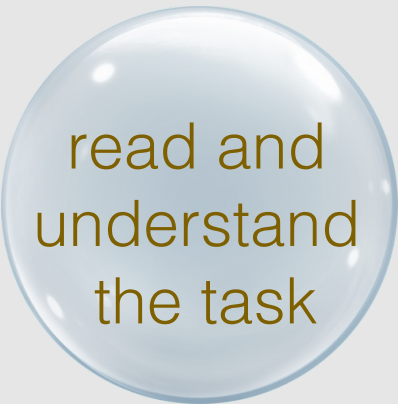
Innovation
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Assessment B

1. What was/were the principal driver(s) for this innovation.

- What drivers have we looked at?
- Was there a particular issue that needed to be addressed and solved?

or...

- Was there an an emerging opportunity to be taken into consideration?
- or both



read and
understand
the task

Prepare a 3,000-word report which analyses:

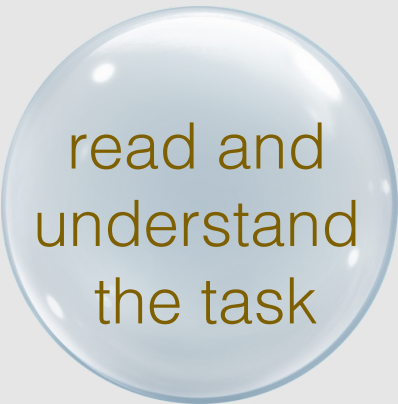


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2. The barriers and risks faced by the company in developing this innovation.

What potentially made this innovation project challenging

- and what were the risks associated with addressing these obstacles and hurdles?



read and
understand
the task

Prepare a 3,000-word report which analyses:



Innovation
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3. The key determinants in the process of committing to develop the innovation.

We've considered the drivers so what are the determinants?

Let's work an example – as a company we're considering the purchase of a new piece of equipment, it's expensive but it'll prove useful. However it needs an engineer that has experience of 'driving this piece of kit'.

a key determinant could be that we're looking to take on a new engineer for the team, could we make sure that a 'hands on knowledge and experience' of this piece of equipment become part of the job and person spec' for the candidates?

read and
understand
the task

Prepare a 3,000-word report which analyses:

Innovation
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3. The key determinants in the process of committing to develop the innovation.

By determinants, I mean factors that facilitate or impede actual change.

Let's work an example – as a company we can see a commercially viable opportunity in a new geographical area for our services...

however it's in Latvia – and at best we speak English and Welsh ...**your turn..**

Prepare a 3,000-word report which analyses:

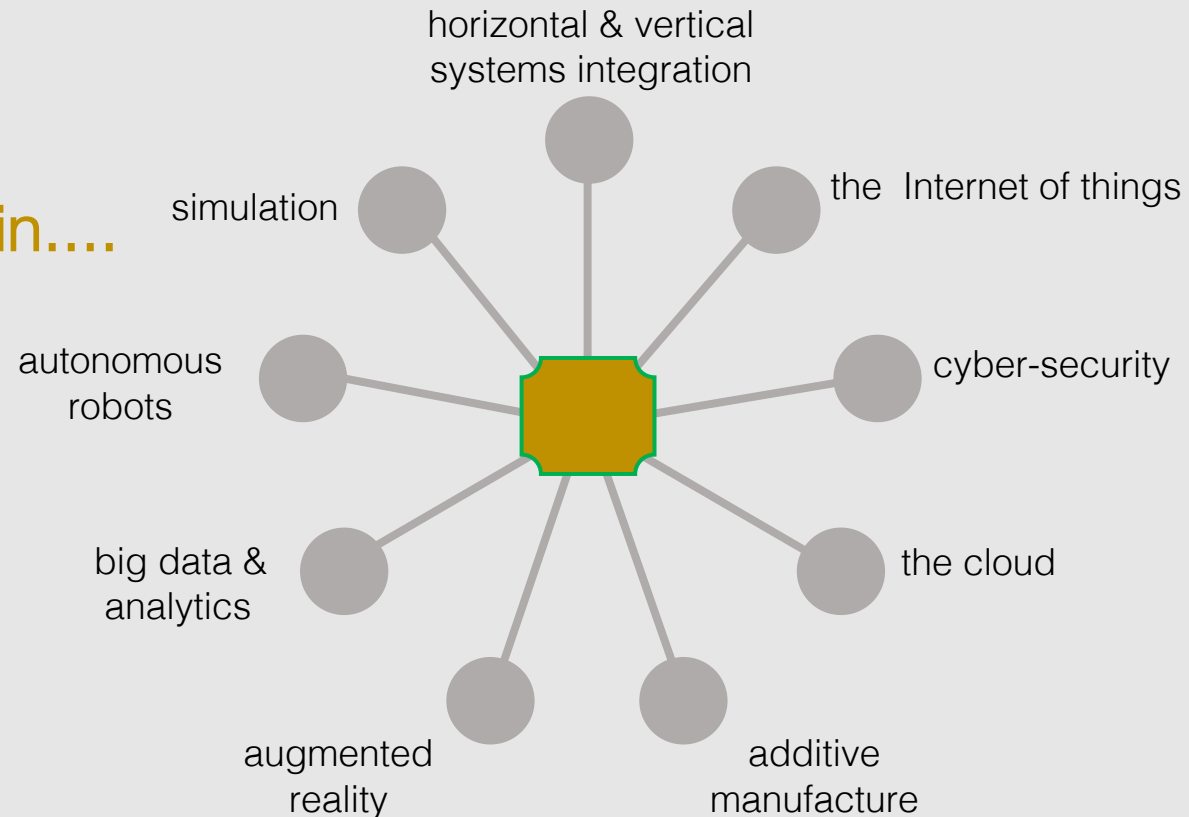
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understand
the task

Innovation
Management
Assessment B

4. The processes and technologies which the company used to carry this development forward.

The potential that could exist in....

.....or others....



Prepare a 3,000-word report which analyses:

read and
understand
the task

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5. The extent to which the development relied on resources external to the company and the ways in which the deployment of these resources was managed.

sourcing of product equipment process etc

procurement of external expertise; material scientists, data analysts,

software/firmware development,

product design expertise, market knowledge, knowledge transfer (know-how ?)

.... your turn..

read and
understand
the task

Prepare a 3,000-word report which analyses:

Innovation
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Assessment B

6. How management overview of the development was maintained.

How has the innovation been assessed by the company's management;

- was it an element of the company strategy
- was it a good fix? why?
- what was the cost, in what manner; time, effort, resource, finance
- worthwhile, significant.....
- had a knock on effect with other developments

your turn..

Prepare a 3,000-word report which analyses:

read and
understand
the task

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7. The extent to which you feel this innovation process represents best practice.

Potential examples within:

Kotsemir, Abroskin &
Meissner,

Tidd & Bessant,

Andy Wynn

Melissa Schilling,

Goffin & Mitchell,

etc etc

Kahn,

Sattel,

Kees Dorst

Chandy,

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understand
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Innovation
Management
Assessment B

8. Your report should also provide your own critique of the whole innovation process, and an evaluation (to the extent to which one is possible in the case of very recent innovation) of the success of your chosen innovation.