



# MGMT20146 *Innovation and Design Thinking*

## Term 2 - 2019

Profile information current as at 17/05/2024 12:31 am

All details in this unit profile for MGMT20146 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Organisations need to respond to changes in the external environment to maintain their currency and to meet the needs of their customers and stakeholders. In this unit, you will focus on understanding the range of design choices available to organisations given the key contingency factors of environment, size, technology and work systems, and business strategy. The unit will enhance your ability to analyse these contingency factors, develop a range of structural options and recommend practical innovation systems for organisations using a range of tools and perspectives, including design thinking and disruptive innovation that assists in the creation of new markets and value networks. The unit will improve your capability in analysing and synthesising information to develop innovative solutions that improve business or organisational performance. You will also consider the factors that can affect new systems and processes including the organisational and human resources and the stakeholder support required for successful implementation.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Only students enrolled in CL20 Master of Business Administration will be permitted to enrol in this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2019

- Melbourne
- Online

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 40%

#### 2. **Presentation**

Weighting: 30%

#### 3. **Report**

Weighting: 30%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Unit coordinators

##### Feedback

Students were happy with the unit content, delivery and assessments.

##### Recommendation

It is recommended that distance students continue to be offered face-to-face online Zoom sessions to complement other online resources.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Critically analyse the range of structures that organisations can adopt based on key contingency factors that include the nature of the environment, the technology, organisational size and work systems available and the strategic direction of the business
2. Assess business information that provides insight into innovation and entrepreneurial strategies that lead to the development of new business processes, products, services and markets
3. Develop and evaluate innovative business solutions that improve business or organisational processes using established principles, business models and emerging approaches such as disruptive strategy and design thinking
4. Analyse and reflect on the managerial leadership capabilities required to implement innovation and business processes and or new products or services
5. Interpret and transmit knowledge, skills and ideas regarding innovative business proposals to internal and external stakeholders that will assist in securing resources and managerial support required for effective implementation.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 40%	•	•	•		
2 - Presentation - 30%	•		•	•	•
3 - Report - 30%		•		•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication			○	○	○
3 - Cognitive, technical and creative skills	○	○	○		○
4 - Research	○	○	○	○	○
5 - Self-management				○	○
6 - Ethical and Professional Responsibility	○	○		○	○
7 - Leadership	○			○	○
8 - Aboriginal and Torres Strait Islander Cultures					

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Written Assessment - 40%	○	○	○	○				
2 - Presentation - 30%	○	○			○	○		
3 - Report - 30%	○	○	○	○			○	

## Textbooks and Resources

### Textbooks

MGMT20146

#### Prescribed

##### **Designing for Growth: A Design Thinking Tool Kit for Managers** (2011)

Authors: Liedtka, J. & Ogilvie, T.  
Columbia University Press  
New York , USA  
ISBN: 978-0-231-52796-5  
Binding: eBook  
MGMT20146

#### Prescribed

##### **Managing Innovation: Integrating Technological, Market and Organizational Change**

Sixth edition (2018)  
Authors: Tidd, J. & Bessant, J.  
John Wiley and Sons  
Hoboken , New Jersey , USA  
ISBN: 978-1-119-37945-4  
Binding: eBook

#### Additional Textbook Information

Please note that the eBooks are expected to be available through the CQUniversity Library website. However, if you prefer your own paper copy, they are still available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Andrew Roberts** Unit Coordinator  
[a.d.roberts@cqu.edu.au](mailto:a.d.roberts@cqu.edu.au)

**Tage Andersson** Unit Coordinator  
[t.andersson@cqu.edu.au](mailto:t.andersson@cqu.edu.au)

## Schedule

### Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Innovation, Business Development and Value Creation.	Tidd & Bessant, Chapter 1: Innovation What it is and Why it Matters.	

**Week 2 - 22 Jul 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Processes and Models.	Tidd & Bessant, Chapter 2: Innovation as a Core Business Process.	

**Week 3 - 29 Jul 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Design Thinking and the Innovative Organisation.	Tidd & Bessant, Chapter 3: Building the Innovative Organisation. Liedtka & Ogilvie, Section 1: The Why and How of Design Thinking.	

**Week 4 - 05 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Innovation Strategies.	Tidd & Bessant, Chapter 4: Developing an Innovation Strategy.	

**Week 5 - 12 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Sources of Innovation and Design Insight.	Tidd & Bessant, Chapter 5 & 6: Sources of Innovation & innovation Networks. Liedtka & Ogilvie. Section 2: What is?	<b>Assessment 1-Individual Report: The Innovation Strategy</b> Due: Week 5 Wednesday (14 Aug 2019) 1:00 pm AEST

**Vacation Week - 19 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 6 - 26 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Concept Development and Value Creation.	Tidd & Bessant, Chapters 7 & 8: Decision making Under Uncertainty & Building the Innovation Case. Liedtka & Ogilvie. Section 3: What if?	

**Week 7 - 02 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Products and Services.	Tidd & Bessant, Chapter 9: Creating New Products and Services. Liedtka & Ogilvie. Section 3: What if?	

**Week 8 - 09 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Group Presentations	Resources are provided on the unit website.	<b>Assessment 2 Group Poster Presentation: The Value Proposition</b> Due: Week 8 Wednesday (11 Sept 2019) 1:00 pm AEST

**Week 9 - 16 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Open Innovation and Co-creation Design.	Tidd & Bessant, Chapter 10: Exploiting Open Innovation and Collaboration. Liedtka & Ogilvie. Section 5: What works?	

**Week 10 - 23 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurship and New Ventures.	Tidd & Bessant, Chapter 11: Exploiting Entrepreneurship and New Ventures.	

**Week 11 - 30 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
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Managing Learning and Knowledge.

Tidd & Bessant, Chapters 12 & 13:  
Capturing the Benefits of Innovation &  
Capturing Learning from Innovation.

#### Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Innovation Trends.	Resources are provided on the unit website.	<b>Assessment 3: Individual Report: The Business Proposal</b> Due: Week 12 Wednesday (9 Oct 2019) 1:00 pm AEST

#### Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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#### Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Assessment 1-Individual Report: The Innovation Strategy

#### Assessment Type

Written Assessment

#### Task Description

#### Assessment Overview

Students must complete this assessment individually. The assessment is designed for students to develop an understanding of the close links between the business environment, business innovation strategy, business capabilities and business value creation. The assessment involves writing a **1,500 word** innovation strategy report in response to a real case.

#### Assessment Guidance

Assessment guidance will be provided as we progress the unit. The unit coordinator will add advice in response to student questions and discussions. You are encouraged to ask questions and contribute to discussions in class and to create posts on the web site discussion forum.

Feel free to discuss your assessment ideas in the unit discussion forum, before you complete and submit the assessment.

#### Assessment Context

Innovation initiatives within a parent firm are driven by an innovation strategy. An innovation strategy is a subset of the firm's overall strategy. The innovation strategy describes the future development of a firm's innovation capabilities and the future direction of its innovation activities. A firm's innovation strategy does not exist in a vacuum. Rather it responds to a specific set of circumstances including innovation trends. A firm's innovation strategy provides important context, direction and guidance, monitoring and facilitation of an organisation's innovation initiatives. Thus, firm's take care to diagnose the firm's circumstances including innovation trends to inform the design and development of its innovation strategy.

Select **one** of the following firms (or organisations)

- Amazon ( e-commerce)
- CQ University ( university education provider)
- LinkedIn ( social media provider)
- Fitbit ( social fitness application provider)
- Applied Minds ( toy manufacturer)
- Australian State Health ( select a health care provider in Australia)
- Cole ( retail supermarket chain)
- A firm or organisation you are or have been employed at and therefore know well. It is important that no

confidential information is included in the submitted report.

If you suggest a firm or organisation other than the ones above, you will need approval from your assigned lecturer.

Select **one** of the following innovation trends:

- Cloud Computing (Andersson, Kaplan & Smolinski, 2012; Hardy, 2018).
- Internet of Things (Kranz, 2017; Greengard, 2015).
- Blockchain (Iansiti & Lakhani, 2017; Carson, Romanelli, Walsh & Zhumaev, 2018).

Ideally, your selected innovation trend is important to the selected firm or organisation as that makes the innovation strategy report important to its senior executives, the report is interesting to the area and the report you are writing is exciting.

You are required to write a **1,500 word innovation strategy report** to the board of your selected organisation. Your innovation strategy report must:

- Succinctly introduce the selected organisation and the selected innovation trend.
- Succinctly define the following concepts and their relationships: the organisational environment, innovation trend, innovation strategy, innovation capabilities, innovation value creation and capture.
- Succinctly describe how the creation of an innovation strategy ensure strategic alignment within the organisation and why it is important.
- Analyse the impact of the selected innovation trend on the selected organisation. You should apply at least one strategy tool to analyse the impact, opportunities and threats to the organisation, including the impacts on the business processes and structure.
- Recommend how the organisations strategy best responds to the innovation trend by answering the following questions: 1. How should the organisation organise its innovation activities? 2. What additional innovation capabilities should the organisation develop? 3. What innovation initiatives should it pursue? and, 4. How should the organisation ensure that it creates and captures value from innovation?
- Recommend how the organisation best ensures strategic alignment to address the innovation trend.

### Assessment References

Andersson, H Kaplan, J & Smolinski, B (2012) capturing value from IT infrastructure innovation, *McKinsey, Digital*, October.

Carons, B, Romanelli, G, Walsh, P & Zhumaev, A ( 2012) Blockchain beyond the hype: What is the strategic business value? , *McKinsey Global Business Institute*.

Greenough, J ( 2014) The Corporate 'Internet of Things' Will encompass more devices than the smartphone and tablet markets combined, *Business Insider Australia*, December.

Greengard, S ( 2015) The Internet of Things, Cambridge, MA: *MIT Press*, p.90.

Hardy, Q (2018) How Cloud Computing is Changing Management, *Harvard Business Review*, February.

Iansiti, M & Lakhani, R (2017) The Truth about Blockchain, *Harvard Business review*, January-February.

Kranz, M ( 2017) Success with the Internet of Things Requires More than Chasing the Cool Factor, *Harvard Business review*, August.

### Assessment Due Date

Week 5 Wednesday (14 Aug 2019) 1:00 pm AEST  
Individual Report The Innovation Strategy

### Return Date to Students

Week 6 Wednesday (28 Aug 2019)  
Individual Report The Innovation Strategy

### Weighting

40%



## Assessment Criteria

Your Report will be assessed according to the following criteria:

### Your Report must demonstrate:

1. Thorough understanding of relevant innovation management concepts, principles, theories, tools and models in regards to the assessment task- 60%.
2. Appropriate and well-structured concise and clear expression of innovation management arguments-10%.
3. Clear flow of thought throughout the report with a clear and succinct purpose described in the introduction and a clear and succinct conclusion-10%.
4. Critical review skills and integration of relevant academic and professional literature. A minimum of five (5) academic journal articles must be used-10%.
5. Appropriate in text referencing and reference list. Adherence to CQ University APA Reference Style-5%.
6. Clarity of expression, grammar and spelling. Appropriate report format within +/- 10% of the word limit(1,500 words)-5%.

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online

### Submission Instructions

Submit your report with a cover sheet showing: unit number, assessment number, business name, your name and student number. The assessment submission must be a Word file (.doc or .docx).

### Learning Outcomes Assessed

- Critically analyse the range of structures that organisations can adopt based on key contingency factors that include the nature of the environment, the technology, organisational size and work systems available and the strategic direction of the business
- Assess business information that provides insight into innovation and entrepreneurial strategies that lead to the development of new business processes, products, services and markets
- Develop and evaluate innovative business solutions that improve business or organisational processes using established principles, business models and emerging approaches such as disruptive strategy and design thinking

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

## 2 Assessment 2 Group Poster Presentation: The Value Proposition

### Assessment Type

Presentation

### Task Description

#### Assessment Overview

This is a group assessment. The assessment is design for students to apply the design thinking processes and tools. It involves the creation of a group poster and a group presentation in class ( on campus students) or group video presentation (distance students). The assessment enables students to propose a new conceptual idea and demonstrate the effectiveness of design thinking processes and tools. The conceptual design must be creative and innovative and tackle a particular problem in our daily life. The selection of the conceptual idea and design must be discussed with the assigned lecturer. The proposed conceptual idea and design may be useful for the business proposal report in assessment 3.

Students are required to self-select into and form groups of 3-4 students ( maximum 5 students). On-campus students confirm groups with the assigned lecturer. Distance students confirm groups via email with the unit coordinator.

#### Assessment Task

To successfully complete this task you and your groups are required to prepare and present a poster that:

- Contains **a minimum of 1 slide and maximum of 5 slides**.
- Visually illustrate the proposed conceptual design and idea.
- Logically and persuasively illustrate and describe some of the steps in the development of the conceptual design idea, including the problem statement, customer need and target market.

- Identify the managerial leadership and organisational capabilities needed to take your idea to market and implement.
- Visually illustrate your groups design thinking process and tools used to develop the conceptual design idea, including how you identified the managerial capabilities and competencies needed to take it to market and or implement. You are welcome to introduce hand sketched diagrams to illustrate your design thinking process and your use of design thinking tools. Each group will be given 10 minutes to present the proposed design idea and demonstrate the groups understanding of design thinking and the managerial capabilities needed to take to market or implement your idea.

### **Assessment Guidance:**

Steps to consider when developing your value proposition to the customer or conceptual idea ( these are suggestions only and must not be used as the basis for your poster).

### **Problem Statement:**

Example 1: When outside in freezing cold temperatures, we must put on a pair of gloves. However, given our dependency on mobile phones and their constant shrinkage in size, the use of a mobile phone with gloves is a challenge.

Example 2: Banks are now facing some challenges for speeding up the transaction processes in real time ( 7 days a week). However, all third party transactions are only able to be approved in business hours.

### **Need**

Example 1: Ability to use a mobile phone with gloves, no matter the size or thickness, that is efficient as if you were operating it with your bare hands and keeping your fingers warm.

Example 2: Fast transaction verification via computerized system and or information sharing among banks to approve the transaction in real time ( 7 days a week).

### **Target Market**

Example 1: Any customer who owns a mobile phone and lives in a place where winter conditions are sometimes extreme, such as Melbourne, Adelaide and Sydney.

Example 2: Any bank customer, who wants to have the transaction completed as quickly as possible, preferable in real time.

### **Assessment Due Date**

Week 8 Wednesday (11 Sept 2019) 1:00 pm AEST

Group Poster Presentation The Value Proposition

### **Return Date to Students**

Week 10 Wednesday (25 Sept 2019)

Group Poster Presentation The Value Proposition

### **Weighting**

30%

### **Assessment Criteria**

#### **Assessment Criteria**

Your poster presentation will be assessed according to the following criteria

Your Poster Presentation must demonstrate:

1. Understanding of Design Thinking by providing correct information, which is distinguished clearly from own opinions-20%.
2. Synthesis and summarising skills by displaying a clear and concise message to the poster- 20%.
3. Ability to effectively use structure, aesthetics and layout, of the poster-20%.
4. Ability to present the poster, within a time limit in a cohesive manner, without being a verbatim repeat of the poster-25%.
5. Breadth and quality of research using a minimum of 5 academic sources-5%.
6. Correct use of the CQ APA Referencing system-10%.

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online Group

### **Submission Instructions**

Submit your poster presentation with a cover showing: unit number and name, assessment number, names of students and student numbers of the group members. The assessment submission must be in a PowerPoint file (.ppt or .pptx).

## Learning Outcomes Assessed

- Critically analyse the range of structures that organisations can adopt based on key contingency factors that include the nature of the environment, the technology, organisational size and work systems available and the strategic direction of the business
- Develop and evaluate innovative business solutions that improve business or organisational processes using established principles, business models and emerging approaches such as disruptive strategy and design thinking
- Analyse and reflect on the managerial leadership capabilities required to implement innovation and business processes and or new products or services
- Interpret and transmit knowledge, skills and ideas regarding innovative business proposals to internal and external stakeholders that will assist in securing resources and managerial support required for effective implementation.

## Graduate Attributes

- Knowledge
- Communication
- Self-management
- Ethical and Professional Responsibility

# 3 Assessment 3: Individual Report: The Business Proposal

## Assessment Type

Report

## Task Description

### Assessment Overview

This assessment must be completed by students individually. The assessment is designed for students to develop a business proposal in a real world setting. The business proposal must be for an innovation of your choice within a specific organisation. The assessment involves writing a 1,500 word business proposal report. Feel free to discuss your assessment ideas in the unit discussion forum, before you complete and submit the assessment. Please note that academic misconduct and late submission penalties apply to this assessment as per the University policies.

### Assessment Guidance

Assessment guidance will be provided during the unit on the unit site. It is important that you check out the assessment guidance on a regular basis. Advice will also be added to the discussion forum as we progress through the unit in response to student questions and discussions.

Feel free to create a post today on the discussion forum if there is anything you need clarified.

### Assessment Tasks

You are required to write a **1,500 word** business proposal report. To successfully complete the assessment, you are required to identify a business and the business stakeholders you are writing the business case for.

#### Select a business or organisation that:

You are or have been employed at and therefore know well. It is important that no confidential business information is included in the business proposal report.

OR, is in the public eye, meaning there is a lot of publicly available information about this business or organisation.

#### Select an innovation that:

You believe be reasonably discussed as the subject of the business proposal. The innovation you choose should have the potential to be developed sustainably over a commercially viable period of time. The suggested innovation must not be implemented by the firm yet. It can be an innovation you come up with yourself or something you learned about in the media.

#### Write a business proposal report containing:

- A convincing executive summary that outlines clearly and succinctly the purpose of the report.
- A clear and succinct introduction and conclusion.
- A logical and persuasive articulation of the problem to be solved, the problem insight, portfolio or generated solution ideas, solution selection and analysis, value proposition benefits, the business model description, the value proposition development and delivery, financial value capture and the strategic fit of the innovation.
- A logical and persuasive argument in regards to the managerial leadership competencies, capabilities and skills that would need to be developed and harnessed within the organisation to successfully implement your selected innovation.
- A logical and persuasive argument in regards to how the organisations managers can manage and address any uncertainties, including those related to customer desirability, technical feasibility and financial viability of the innovation.

**Assessment Due Date**

Week 12 Wednesday (9 Oct 2019) 1:00 pm AEST

Individual Report The Business Proposal

**Return Date to Students**

Exam Week Wednesday (23 Oct 2019)

Individual report The Business Proposal

**Weighting**

30%

**Assessment Criteria****Assessment Criteria**

Your report will be assessed according to the following criteria.

Your report must demonstrate:

1. Thorough understanding of relevant innovation management concepts, principles, theories, tools and models in regards to the assessment task-60%.
2. Appropriate and well structured, concise and clear expression of innovation management arguments-10%.
3. Clear flow of thought throughout the report with a clear and succinct purpose described in the introduction and a clear and succinct conclusion-10%.
4. Critical review skills and integration of relevant academic and professional literature. A minimum of 5 academic journals must be used-10%.
5. Appropriate in text referencing and a reference list. Adherence to CQ University APA reference style-5%.
6. Clarity of Expression, grammar and spelling. Appropriate report format within (+/-10%) of the word limit:**1,500 words**-5%.

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Submit your report with a cover sheet showing: unit number and name, assessment number, business name, your name and student number. The assessment submission must be a Word File ( .doc or .docx).

**Learning Outcomes Assessed**

- Assess business information that provides insight into innovation and entrepreneurial strategies that lead to the development of new business processes, products, services and markets
- Analyse and reflect on the managerial leadership capabilities required to implement innovation and business processes and or new products or services
- Interpret and transmit knowledge, skills and ideas regarding innovative business proposals to internal and external stakeholders that will assist in securing resources and managerial support required for effective implementation.

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Leadership

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem