**TVET DIPLOMA LEVEL 6 SEPTEMBER – DECEMBER 2022**

**UNIT CODE: 04/6-UNIT TITLE: ENTREPRENEURSHIP SKILLS**

**INDIVIDUAL ASSIGNMENT**

**Read the Case study below and answer the question that follow;**

BMWs innovative strategies.

Case code: BSTR060

Period: 2002-2003.

Organization; BMW.

Publication date: 2003.

Countries: Germany

Industry: Automobiles and automotive.

The case examines the growth of BMW, a German automobile company into one of the leading automobile producers in the world. It critically examines the circumstances that made BMW radically change the way it was handling innovative process management at its automobile division. The case discusses the various components of the new innovation process adopted by BMW and evaluates the effectiveness of these components.

Q. Identify at least any ten benefits that accrued to the company on account of the changed innovation process in the backdrop of its changing strategic game plan. (20 marks)

**NOTE: The above assignment should be handed in on Tuesday 25th October, 2022 without fail.**