****

**INDIVIDUAL ASSIGNMENT**

**NEPAL**

**BM050-3-3-IMNPD**

**INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPMENT**

**NP3F2404IT & NP13F2408IT**

**HAND OUT DATE : JAN 2025**

**HAND IN DATE : MARCH 2025**

**WEIGHTAGE : 20%**

**Assignment Question: Individual Assignment (1000 words): 20%**

**Test Specification Table**

|  |  |  |
| --- | --- | --- |
| CLO1 | Appraise the widely recognised attributes necessary in developing and successfully commercialising a new product (C5, PLO2) | Group Assignment |
| CLO2 | Propose ethical arguments and informed solutions to innovation management scenarios (A5, PLO11) | Individual Assignment |
| CLO3 | Defend innovation management and new product development techniques for launch planning, implementation, and management (A4, PLO10) | Group Assignment |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Individual Assignment** | |  |  |  |  |  |  |  |
| **Question No.** |  | **Question Vs Taxonomy** | | | | | |  |
|  | **Affective Level** | | | | | |  |
| **Topic** | **1** | **2** | **3** | **4** | **5** | **6** | **PLO** |
|  | **SQ** | **SQ** | **SQ** | **SQ** | **SQ** | **SQ** |  |
| 1 | Ethical Solutions in Innovation Management Scenarios |  |  |  |  | 100% |  | 11 |
|  | **Total** |  |  |  |  | **100%** |  |  |
|  | |  |  |  |  |  |  |  |

**Question:**

**Title: Analysing Innovation and New Product Development in a Chosen Company**

**Task:** Choose a company of your preference and conduct a comprehensive analysis to determine if the company possesses the common characteristics often associated with innovative organizations. In your 1000-word essay, address the following key points:

**Company introduction :**

Introduce the selected company, its industry, and its significance in the market.

**Company analysis: Innovation characteristics:**

Analyse your chosen company to determine if it exhibits the innovation characteristics identified in the innovation characteristics section. Provide specific examples and evidence to support your analysis. Use citations and references for the evidence.

The analysis can be based on the key characteristics typically found in innovative companies based on Trott (2017). These may include:

1. Growth orientation
2. Vigilance and external links
3. Commitment to technology and R &D intensity
4. Acceptance of risks
5. Cross functional cooperation and coordination within the organizational structure
6. Receptivity
7. Space for creativity
8. Strategy towards innovation
9. Diverse range of skills

**Recommendations:**

Based on your analysis, provide recommendations on how the company can further enhance its ethical solutions in innovation management and new product development efforts, if applicable.

**Conclusion:**

Summarise the key findings from your analysis and the implications for the company's innovation management.

**References:**

Include a list of sources and references used in your research and analysis.

**The requirements**

Write an essay of approximately 1,000 words that adheres to standard academic documentation standards. Please follow the guidelines below:

* Use appropriate citation and referencing according to the APA referencing style to avoid plagiarism.
* Use times new roman font with a font size of 12 pts.
* Use 1.5 line spacing.
* Use your own words to demonstrate your understanding of the topic. Your own words should make up at least 80% of the total word count.
* Do not reference www.wikipedia.com, www.about.com, www.alibaba.com, or similar sources in your work. While these websites can provide definitions and general ideas about the concepts required in this module, they cannot be inserted into your academic writing.
* You may include diagrams, figures, tables, etc. Without any penalty to your word count.
* Use at least 10 references, with 50% of them from relevant textbooks, magazines, and recent academic journals.

**MARKING CRITERIA & MARKS ALLOCATION (reweight at 20%)**

|  |  |  |
| --- | --- | --- |
| **No** | **Criteria** | **Marks Allocation** |
| 1 | Company Introduction | 10 |
| 2 | Company Analysis: Innovation Characteristics | 50 |
| 3 | Recommendations | 30 |
| 4 | Citations and Referencing According to APA Referencing Style | 10 |
|  | Total | 100 |

**PROPOSED STRUCTURE FOR THE INDIVIDUAL ASSIGNMENT**

When completing the assignment, it should have the following general structure:

* Title Page
* Executive Summary
* Table of Contents
* Body
* Conclusion
* References
* Appendix

**Performance Criteria**

Marks are awarded based on the following guidelines:

|  |  |
| --- | --- |
| Grade | Assessment Guidelines |
| 0-39 % | Superficial analysis, concepts and language of the subject are absent or scant. Irrelevant regurgitation of textbook. Ideas are poorly expressed. Many key issues are ignored. Concepts and language of the subject are used but are often confused in application and/or discussion. |
| 40-49% | Superficial analysis, concepts and language of the subject are absent or minimal. Limited learning outcomes have been met. Irrelevant regurgitation of textbook. Ideas are poorly expressed. Many key issues are ignored. Concepts and language of the subject are used but are often confused in application and or discussion. |
| 50-54% | Some understanding of the relevant models and concepts. Some elements of an appropriate structure are present. Restricted analysis of some issues. |
| 55-64% | Evidence of some reading and research. Incorrect referencing although it is evident. Some elements of an appropriate structure are present. Key issues are analysed but not done thoroughly. |
| 65-69% | Evidence of reading and research. Understanding of the application of appropriate models and concepts is demonstrated, but not thoroughly. Key issues are identified and analysed, although this may be restricted at times. Some sources are acknowledged. |
| 70-74% | Evidence of reading and research. Understanding of the application of appropriate models and concepts is demonstrated. Key issues are identified and analysed, although this may not be consistent. References are acknowledged. |
| 75-79% | Evidence of wider reading. The assignment effectively interprets the information and exhibits the integration of ideas across the subject area. The assignment has credible recommendations. A systematic approach to development and evaluation is used. Most sources are acknowledged and referenced using APA Referencing Style. |
| 80% and above | Arguments are clear and convincing. Confident integration of theory and practices is demonstrated. Consistent referencing to sources using the APA Referencing Style. |

# Other Important Information

• Plagiarism is strictly prohibited. Presenting someone else's work as your own without giving proper credit to the original source is considered plagiarism and is a serious offense in academic writing. The consequences of plagiarism can include a lower grade for the assignment, referral for the module, failure of the module, or even expulsion from the institution.

• To avoid plagiarism, you must use correct referencing and attribution whenever you use ideas or information from other sources. You should not copy any part of another individual's work, whether it's word-for-word, paraphrased, or summarized, without citing the source.