

**Assignment Brief 2021/22**

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| **Module Title:**  Creative Thinking for Business | **Ind/Group:**  Individual | **Cohort:**  May 2021 | **Module Code:**  STA103IAE |
| **Coursework Title:**  Creativity applied in solving business problem | | | **Handout Date:**  TBD |
| **Lecturer:**  Manoj Shrestha | | | **Due Date:**  TBD |
| **Estimated Time (hrs.):** | **Coursework Type:**  Assignment | | **% of Module Mark:**  100% |
| Submission arrangement online via Softwarica Moodle:  Assignment document file must be submitted on Softwarica Moodle. | | | |

**Failing to submit the document file will result in a zero mark for this assessment.**

File types: .pdf or .doc

Mark and Feedback date: 3 weeks after submission

Mark and Feedback method: written feedback using Softwarica Moodle

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| **Module Learning Outcomes Assessed:**   1. Reflect on their employability and creativity competencies and career management skills and plan for their future development 2. Demonstrate knowledge of idea generation techniques and creativity 3. Apply knowledge to create a new venture or solve a problem |
| **Task and Mark distribution:**  This assignment requires you to identify an organisation – one you know well of your choice - and critically analyze how creativity has been applied to a business idea or problem and evaluate the practice of innovation. This may include: the types of innovation evident in the organisation; creative thinking process and the implementation of innovation and how entrepreneurship is practiced  Your report will be assessed by the following six criteria   1. Criteria 1 (10%)  * Introduction to the organizational mission and vision and the approach to or culture of Innovation and entrepreneurship at present.  1. Criteria 2 (15%)  * Description of a specific product, process, technology or business model   innovation that was implemented.   1. Criteria 3 (25%)  * Critical evaluation of the process of implementing the innovation and any issues   with managing the adoption of the innovation.   1. Criteria 4 (30%)  * Critical reflection on outcomes achieved and proposed recommendations.  1. Criteria 5 (10%)  * Use of current literature and resources.  1. Criteria 6 (10%)  * Presentation, grammar, and suitable referencing style. |
| **Notes:**  1. You are expected to use the CU Harvard referencing format. For support and advice on how this student can contact Centre for Academic Writing (CAW).  2. Please notify your registry course support team and module leader for disability support.  3. Any student requiring an extension or deferral should follow the university process as outlined here.  4. The University cannot take responsibility for any coursework lost or corrupted on disks, laptops or personal computer. Students should therefore regularly back-up any work and are advised to save it on the University system.  5. If there are technical or performance issues that prevent students submitting coursework through the online coursework submission system on the day of a coursework deadline, an appropriate extension to the coursework submission deadline will be agreed. This extension will normally be 24 hours or the next working day if the deadline falls on a Friday or over the weekend period. This will be communicated via email and as a Softwarica Moodle announcement. |