**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Higher Nationals in Digital Technologies |
| **Unit number and title** | Unit 2: Innovation & Digital Transformation |
| **Learning aim(s)** | **LO1** Investigate the underlying context for digital innovation and market disruption that leads to business transformation  **LO2** Explore the different types of digital transformation  **LO3** Explain the requirements for a successful digital transformation  **LO4** Review the range of methods for protecting ideas as part of digital transformation strategies and their advantages and disadvantages. |
| **Assignment title** | Innovation & Digital Transformation Assignment |
| **Assessor** | Nozima Raximova |
| **Issue date** |  |
| **Hand in deadline** |  |
| **Scenario or Context** | **Scenario:**  **You are working as a Junior IT Consultant for HealthFirst, a regional healthcare organization.**  HealthFirst is a long-established healthcare provider operating a network of clinics, physicians, and laboratories. However, due to the rapid evolution of modern technologies, rising patient expectations, and the growing adoption of digital healthcare solutions, HealthFirst has realized the need to modernize its operations.  To deliver convenient, efficient, and patient-centered services, the organization has decided to embark on a digital transformation journey. As part of this initiative, they have hired you as a consultant to guide and manage this transition.  **Project Description**:  As a digital transformation consultant hired by HealthFirst, your primary task is to assess the organization's current level of digital maturity, identify opportunities for innovation, and develop strategies to modernize healthcare services through digital means.  Your role will include:   1. Analyzing the existing IT infrastructure, data management systems, and patient experience workflows. 2. Researching industry best practices and emerging technological trends (e.g., telemedicine, AI-based diagnostics, IoT-enabled medical devices). 3. Recommending innovative solutions aligned with patient needs and operational goals. 4. Developing a phased strategic roadmap for digital transformation of healthcare services. 5. Identifying key stakeholders and resources needed for successful implementation.   .    Formatting criteria:  Follow Harvard referencing style.  Font family: Times New Roman and Calibri  Font color: Black ONLY  Font size: 12  Font header size: 13  Word limit: minimum 3,000 words |
| **TASK** | The first requirement of this project is to provide preliminary documentation where you have to satisfy:   1. **Explain digital innovation and determine its importance to organisations in comparison with digital inventions.** 2. **Explain how organisational vision, leadership, culture and teamwork can exploit disruptive digital innovations.** 3. **Analyse different sources of digital innovation, and how organisations can foster and develop an environment and culture of disruptive innovation.** 4. **Evaluate how disruptive digital innovation is developed, embedded and measured in an organisational context**. 5. **Explain the different types of digital transformation, with examples.** 6. **Appraise the role of business strategy to apply each type of digital transformation in an organisational context.** 7. **Explain the requirements for a successful digital transformation process for an organisation.** 8. **Build a transformation business case for an organisation, including ways to access funding.** 9. **Build a detailed digital transformation business case that includes how to measure its overall effectiveness using appropriate techniques available to test, iterate and improve.** 10. **Explain the different tools that organisations can use to develop, retain and protect knowledge and intellectual property.** 11. **Present supported evidence-based evaluation of these different tools in the context of the wider business environment.** 12. **Evaluate the nature of digital transformation and the context in which it is developed, providing evidence-based judgements on how organisations can overcome challenges to develop successful digital transformation frameworks.** |
| **Sources of information to support you with this Assignment** | Bessant J. and Tidd, J. (2015) *Innovation and Entrepreneurship*. *3rd Ed.* Oxford: Wiley. Drucker, P. (2006) *Innovation and Entrepreneurship.* London: Harper Business.  Matthews, C. and Brueggemann, R. (2015) *Innovation and Entrepreneurship: A Competency Framework*. London: Routledge.  Trott, P. (2012) *Innovation Management and New Product Development*. Harlow: Pearson.  Valikangas, L. and Gibbert, M. (2015) *Strategic Innovation: The Definitive Guide to Outlier Strategies*. London: Pearson FT Press.  Rogers, D. L. (2016). *The digital transformation playbook: Rethink your business for the digital age*. Columbia University Press.  Ustundag, A. and Cevikcan, E. (2017). *Industry 4.0: managing the digital transformation*. Cham: Springer International Publishing.  Bounfour, A. (2016). *Digital futures, digital transformation. Progress in IS*. Cham: Springer International Publishing.  This unit links to the following related unit:  *Unit 21: Emerging Technologies* |

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| **Pass** | **Merit** | **Distinction** |
| **LO1** Investigate the underlying context for digital innovation and market disruption that leads to business transformation | | **LO1 and LO2**  **D1** Evaluate how disruptive digital innovation is developed, embedded and measured in an organisational context. |
| **P1** Explain digital innovation and determine its importance to organisations in comparison with digital inventions.  **P2** Explain how organisational vision, leadership, culture and teamwork can exploit disruptive digital innovations. | **M1** Analyse different sources of digital innovation, and how organisations can foster and develop an environment and culture of disruptive innovation. |
| **LO2** Explore the different types of digital transformation | |
| **P3** Explain the different types of digital transformation, with examples. | **M2** Appraise the role of business strategy to apply each type of digital transformation in an organisational context. |
| **LO3** Explain the requirements for a successful digital transformation | | **LO3 and LO4**  **D2** Evaluate the nature of digital transformation and the context in which it is developed, providing evidence-based judgements on how organisations can overcome challenges to develop successful digital transformation frameworks. |
| **P4** Explain the requirements for a successful digital transformation process for an organisation.  **P5** Build a transformation business case for an organisation, including ways to access funding. | **M3** Build a detailed digital transformation business case that includes how to measure its overall effectiveness using appropriate techniques available to test, iterate and improve. |
| **LO4** Review the range of methods for protecting ideas as part of digital transformation strategies and understand their advantages and disadvantages | |
| **P6** Explain the different tools that organisations can use to develop, retain and protect knowledge and intellectual property. | **M4** Present supported evidence-based evaluation of these different tools in the context of the wider business environment. |