

## Assignment Brief

Programme Name	Pearson BTEC Level 5 Higher National Diploma in Business		
Unit Number and Title	Unit 8 Innovation and Commercialisation		
Credit Value	15	Unit Level	4
Academic Year	2025-25	Cohort	15 (September 2024)
Unit Tutor	Adeyinka Adegbola		
Assignment Title	Part A: Background and Process of Innovation Part B: An Innovation Business Case Pitch		
Issue Date	24 March 2024		
Submission Deadline	Friday, 23 May 2025 11:59 p.m.		

### Guideline for Final Submission

- The submission must be in the specific format(s) as indicated in the submission format sections.
- The assignment should be submitted in a MS Word© format, or equivalent.
- Please rename your assessment before submission as: **Unit 8\_IC\_Your Name\_Your College ID**.
- The assignment has **TWO** parts. Please read both parts carefully.
- you should start writing your assignment as soon as you receive the assignment brief and obtain formative feedback from your lecturer during teaching weeks. Please note, you are entitled to obtain **ONE** formative feedback for this unit.
- There will be only one submission link in Turnitin. You are required to compile **Part A** and **Part B** into one Microsoft Word file for submission.
- The assignment should be written in using 1.5 line spacing and font Times New Roman size 12 or Arial size 11 in the body of the text.
- Please ensure to make use of appropriate headings (Times New Roman **Bold**, size 16 or Arial **Bold**, size 16), subheadings (Times New Roman **Bold**, size 14 or Arial **Bold**, size 14), paragraphs (Times New Roman size 12 or Arial size 11), and subsections.
- Attach an assignment “**cover page**” and “**table of content page**” to each part of assignment you submit.
- Make sure you state the word count on the cover page. Please note that the cover page, table of content page and the Bibliography/ Reference list are not included to limit the words
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### Learner Declaration

Please include below declaration along with your signature and date on the cover page of your assignment before submission.

I certify that the work submitted for this assignment is my own. Where I have used the work of others to support my work, I have acknowledged all credits. I have identified and acknowledged all sources used in this assignment and have referenced according to the Harvard referencing system. I have read and understood the Plagiarism and Collusion section provided with the assignment brief and understood the

consequences of plagiarising.

**Signature:** ..... **Date:** .....

## Assignment Part A: Sources and Process of Innovation

### Submission Format

The submission is in the form of a **business case report**. This should be written in a concise, formal business style. You are required to make use of headings, paragraphs, subsections and illustrations as appropriate, and all work must be supported with research and references using the Harvard referencing system. Please also provide a reference list using the Harvard referencing system. You will also need to provide a reference list using the Harvard referencing system. Inaccurate use of referencing may lead to issues of plagiarism if not applied correctly.

The recommended word limit is 2,000–2,500 words, although you will not be penalised for exceeding the total word limit.

### Unit Learning Outcomes

**LO1** Investigate how innovation is sourced and supported within different types of organisations

**LO2** Explore the processing of different types of innovation within organisations

### Vocational Scenario, Activity and Guidance

Sweet Treats Ltd., a dessert company established five years ago, gained rapid popularity in the UK market with its signature dessert – **a low-calorie chocolate mousse** made from natural ingredients. The company's success was driven by its innovative recipe and ability to distribute widely through supermarkets and cafes. However, as Sweet Treats enters its sixth year of trading, there has been a significant decrease in sales as a number of competitors have entered the market, offering a variety of low-calorie desserts at competitive prices.

Sweet Treats Ltd. believes that the key to recovery is to create a new innovative dessert that aligns with its commitment to offering natural, healthy options. Before moving to proposing a new innovative product, the CEO has tasked you with preparing a comprehensive business report to provide background information about innovation and the processes of innovation development.

**The business case report will address the following:**

- An analysis of the ways in which innovation is sourced and supported within different organisational environments and cultures. Provide specific examples to support your arguments.
- A critical analysis of how innovation is successfully developed and embedded in different organisational contexts.
- A differentiation between different types of innovation used within various organisations.
- An analysis of how different types of innovation are successfully processed within different organisational settings.

## Assignment Part B: An Innovation Business Case Pitch

### Submission Format

The submission is in the form of a 10-minute individual innovation business case pitch. The presentation slides and speaker notes should be submitted as one copy. You are required to make effective use of PowerPoint headings, paragraphs and subsections as appropriate. All work must be supported with research and references using the Harvard referencing system. Please also provide a reference list using the Harvard referencing system. You will also need to provide a reference list using the Harvard referencing system. Inaccurate use of referencing may lead to issues of plagiarism if not applied correctly.

The recommended word limit is 1,000–1,500 words, although you will not be penalised for exceeding the total word limit.

### Unit Learning Outcomes

**LO3** Apply the process required to commercialise innovation within an organisation.

**LO4** Evaluate the range of methods for protecting innovation within organisations.

### Vocational Scenario, Activity and Guidance

You are an innovation consultant that the company has hired to evaluate the situation and present recommendations on how the company should move forward. Please refer to Part A for further details of the vocational scenario.

In this Part B, you are required to prepare and present a commercially driven business case pitch for Sweet Treats Ltd. to derive a new and innovative dessert. **The pitch should be 10 minutes long and cover the following:**

The elements of an innovation business case should include:

- the executive summary
- statement of the problem and the need
- discussion of possible options
- recommended idea and why it is innovative
- market analysis
- risk analysis
- details of chosen option and need for development
- expected benefits, e.g. financial, social, environmental
- value and financial return on investment
- investment requirements to move forward and ways to access funding (potential investment)
- A critical evaluation of the different tools that can be used to develop, retain and protect knowledge and intellectual property in the context of the wider business environment and choose best options for the proposed new desserts.

### Recommended Resources

Please note that the resources listed are examples for you to use as a starting point in your research – the list is not definitive.

#### Textbooks:

Bessant, J. and Tidd, J. (2016) *Innovation and Entrepreneurship*. 3<sup>rd</sup> Ed. Oxford: Wiley.

Matthews, C. and Brueggemann, R. (2015) *Innovation and Entrepreneurship: A Competency Framework*. London: Routledge.

Trott, P. (2017) *Innovation Management and New Product Development*. 6<sup>th</sup> Ed. Harlow: Pearson.

Valikangas, L. and Gibbert, M. (2015) *Strategic Innovation: The Definitive Guide to Outlier Strategies*. London: Pearson FT Press.

**HN Global:**

HN Global (2021) Reading Lists. Available at: <https://hnglobal.highernationals.com/learningzone/reading-lists>.

HN Global (2021) Student Resource Library. Available at: <https://hnglobal.highernationals.com/subjects/resource-libraries>.

HN Global (2021) Textbooks. Available at: <https://hnglobal.highernationals.com/textbooks>.

**Weblinks:**

Big Innovation Centre: Websites [www.biginnovationcentre.com](http://www.biginnovationcentre.com)

Innovation Management Articles: [www.innovationmanagment.se](http://www.innovationmanagment.se)

Next Web News: [www.thenextweb.com](http://www.thenextweb.com)

SMART Life Skills, Entrepreneurship: <https://smartlifeskills.co.uk/category/entrepreneurship/>

Hunter: [www.trendhunter.com](http://www.trendhunter.com)

Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
<b>LO1</b> Investigate how innovation is sourced and supported within different types of organisations		<b>LO1 and LO2</b>  <b>D1</b> Critically analyse how innovation is successfully developed and embedded in different organisational contexts.
<b>P1</b> Discuss the ways in which different organisations source and foster innovation, using specific examples.	<b>M1</b> Analyse the ways in which innovation is sourced and supported within different organisation environments and cultures.	
<b>LO2</b> Explore the processing of different types of innovation within organisations		
<b>P2</b> Differentiate between different types of innovation and how they are processed within organisations.	<b>M2</b> Analyse how different types of innovation are successfully processed within different organisation settings	
<b>LO3</b> Apply the process required to commercialise innovation within an organisation		<b>LO3 and LO4</b>  <b>D2</b> Produce a commercially driven business case for innovation, including an action plan for development and methods for its successful protection in the context of the wider business environment.
<b>P3</b> Produce a detailed business case for innovation for an organisation, including risks, benefits and ways to access funding.	<b>M3</b> Produce an evidence-based business case analysis for innovation that emphasises the business value for potential investment.	
<b>LO4</b> Evaluate the range of methods for protecting innovation within organisations.		

<b>P4</b> Evaluate the different tools that organisations can use to develop, retain and protect knowledge and intellectual property	<b>M4</b> Critically evaluate the different tools that organisations can use to develop, retain and protect knowledge and intellectual property in the context of the wider business environment.	
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#### Plagiarism and Collusion

- The College will seriously deal with any act of plagiarism and collusion.
- Plagiarism occurs when excerpts, ideas, passages taken from other sources are not adequately acknowledged and referenced both in the body of the text and in the reference section.
- Collusion can be the submission of work produced in collaboration for an assignment based on the assessment of individual work. It is a severe academic offence to share a learner's work with others who submit a part or the whole of it as their work.
- The College has mechanisms in place to detect plagiarism and collusion. The learner should understand the guidelines of the Academic Misconduct Policy regarding plagiarism and what the College considers to be an academic offence.