**Module Title: Innovation and Technology Management**

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**Maximum Word Limit and Assessment weighting for each aspect within the assessment:**

Assignment 3,000 words

**Description of Assessment Requirements**

A written assignment of A MAXIMUM 3000 words

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## Assignment Brief:

**“Technology can bring significant benefits through speed, accuracy and consistency, provided the process is improved first.” Jeston J and Nelis J,(2014) Business Process Management, practical guidelines to successful implementation, Routledge, p.55**

The above statement comes from a work that is subtitled ‘practical guidelines’.

You are asked to:

1. Critically analyse this statement,
2. Take a position on the importance of technology and of its contribution to modern organisations,
3. Explain how Innovation and Technology Management contribute to wider strategic issues,
4. Advance a multidimensional understanding of the causes and consequences of technology,
5. Use cases and examples to argue your position.

Your work must be presented in REPORT format style. As an academic piece of work you are expected to link theory and practice. You should take care to ensure that the work you submit has a high standard of presentation. You must acknowledge the sources of information and evidence using the Harvard referencing system.

Please ensure that your assignment has

* A table of contents
* A list of figures and/ or list of tables where appropriate
* Executive Summary-(200 words – 5%)
* Introduction - (300 words – 10%)
* Literature Review-& Critical Analysis – This should cover all five points mentioned above (2000 words – 50%)
* Recommendations and Conclusions (500 words – 20%)
* Appropriate referencing (10%)
* Appendices if appropriate

Overall presentation – 5%

**Referencing Requirements**

 **The Harvard referencing system should be employed**

# Module Learning Outcome from the Assignment

Upon successful completion of this module students will be able to:

* Demonstrate a critical understanding of some of the major international trends and developments in technology and innovation and their relationship to international business
* Analyze change and continuity in international business using cyclical and evolutionary models of change
* Advance a multidimensional understanding of the causes and consequences of technology
* Critically evaluate a range of normative questions in relation to people, technology and the marketplace in the 21st Century
* Reflect analytically on the knowledge developed for innovative action
* Understand the significance of innovation and how it links to wider strategic issues within the firm
* Appreciate how process innovations alter the ways of transforming a range of inputs into products and services for customers and end users
* Have insights into contingency factors of firm size, technological complexity and environmental uncertainty which influence the precise choice of processes

ASSIGNMENT MARKING CRITERIA

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| --- | --- | --- | --- | --- | --- | --- |
| **MARK** | **29 or less** | **30 - 39** | **40 - 49** | **50 – 59** | **60 - 69** | **70 +** |
| **CONTENT:** **Has the question been answered?** | Vague, random, unrelated material | Some mention of the issue, but a collection of disparate points | Barely answers the question – just reproduces what knows about the topic | Some looseness/Digressions | Well focused | Highly focused |
| **TOPIC****KNOWLEDGE****Is there evidence of having read widely** **and use of appropriate and up to date material to make a case?** | No evidence of reading.No use of theory – not even hinted at implicitly. | No evidence of reading.An implicit hint at some knowledge of theory, etc. | No evidence of reading. Very basic theories mentioned but not developed or well used. | Some reading evident, but confined to core texts. | Good reading.Good range of theories included. | Excellent reading.Well chosen theories. |
| **UNDERSTANDING & SYNTHESIS****Are ideas summarized rather than being reproduced, and are they inter-related with other ideas?** | No theory included. | Vague assertions/poor explanations. | Long winded descriptions of theory. | Some long winded sections.Some quotations but stand alone.Some inter- connections. | Good summary of theory.Good use of quotations that flow with narrative.Good inter-connections. | Succinct, effective summaries of theory. Excellent choice and threading of quotations into argument. Good counterpoising of a range of perspectives. |
| APPLICATION**Does it show appropriate use of theory in a** **Practical situation?** | No examples | No/limited/inappropriate examples | Few examples | Uneven examples | Good examples | Excellent range of examples. |

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| **ANALYSIS****Does it identify the key issues, etc in a given scenario, proposal or argument?** | Vague assertions about issues. | Largely descriptive with no identification and analysis of central issues. | Limited insight into issues. | Some good observations. | Good, detailed analysis. | Comprehensive range of issues identified and discussed fully. |
| EVALUATION & RECOMMENDATIONS**Does it critically assess material?****Are there workable and imaginative solutions?** | No evaluation. | Uncritical acceptance of material. | Some evaluation but weak. Little insight. | Good interpretation. Some but limited sophistication in argument. | Good critical assessment. Independent thought displayed. | Full critical assessment and substantial individual insight. |
| **REFERENCING****Thorough and accurate citation and referencing** | No referencing | No referencing | Limited/poor referencing | Some inconsistencies in referencing | Appropriate referencing | Appropriate referencing |
| **PRESENTATION****Logical and coherent structure to argument and effective presentation** | No structure apparent.Poor presentation. | Poor structure.Poor presentation. | Acceptable, but uneven structure.Reasonable presentation. | Reasonable structure.Good presentation. | Good argument.Well presented material. | Excellent argument.Very effective presentation format. |