

BSS057-6

Corporate Innovation and Entrepreneurship

Assignment 2 – Additional Guidance

Unit Coordinator: Dr Selwyn Seymour
Department of Strategy & Management, University Square
Selwyn.Seymour@beds.ac.uk

BSS057 Assessment Strategy Assignment 2

Assignment 2

The task is to write a report (management) of 3,600 words (+/- 10%) that includes the following:

1. You are required to critically evaluate support or barriers to creativity, innovation and corporate entrepreneurship in your allocated case study organisation: Webasto or Mercy Corps.
2. Demonstration of critical appreciation of organisational barriers/hurdles/challenges/opportunities to/for creativity and innovation in Webasto or Mercy Corps.
3. Critical evaluation of organisational support for creativity and innovation in Webasto or Mercy Corps, to apply contributions from the literature to evidence independent reading.
4. Critical, in-depth analysis leading to clear conclusions and feasible recommendations for how corporate innovation and entrepreneurship (CIE) might be enhanced and sustained in Webasto or Mercy Corps.
5. **Your report is DUE: By 1000 hrs on Fri. 17th January 2020**

Assignment Two - Task(s)

The 2nd assignment requires a focus on creative thinking skills at the organisational level of analysis in which you will:

1. Demonstrate a **critical (NOT merely descriptive)** appreciation of **organisational blocks** to creative thinking
2. You will need to demonstrate a **critical appreciation** of **organisational barriers** to creativity and innovation to develop organisational creative and innovative thinking skills
3. **In the context of the allocated case study**, you will need to apply influential academic contributions evidenced by your independent reading
4. Present clear **conclusions** and feasible **recommendations**, based in your conclusions, for how CIE might be enhanced and sustained
5. Present your **analysis** in a **3,600-word (+/- 10%) report**.

Pass or Do Well – Assignment 2

In order to **PASS** Assessment 2 you will need to:

- (i) Demonstrate an adequate knowledge/understanding of barriers, challenges and opportunities in promoting organisational creativity and innovation.
- (ii) Synthesise alternative perspectives of influential contemporary theorists, contributors and models, evidenced by your reading.

In order to **DO WELL** in Assessment 2 you will need to do (i) and (ii) plus:

- (iii) Make advanced arguments based on a wide reading of the literature and deep understanding of your case organisation, which engages the major contributors, models and frameworks.
- (iv) Critically present clear conclusions and recommendations for your case organisation to enhance and/or sustain CIE.

Theme 3: Organisational Transformation

- ✓ **Theme 3.1** - Introduction
- ✓ **Theme 3.2** - Multiple levels of analysis
- ✓ **Theme 3.3** - Organisational Culture: definition(s), how it constrains/enables CIE
- ✓ **Theme 3.4** - Organisational Climate: definition, how it enables models to promote CIE
- ✓ **Theme 3.5** - The role of leadership and HRM/D in promoting CIE

○ Theme 4: Corporate Innovation and Entrepreneurship - Managing Change

- ✓ Topic 1 - The Evolution of the 21st Century Organization
- ✓ Topic 2 - Paradox of Creative Leadership
- ✓ Topic 3 - Ambidexterity in a **V**olatile, **U**ncertain, **C**omplex and **A**mbiguous (VUCA) world
- ✓ Topic 4 - Corporate Innovation, Entrepreneurship and Change
- ✓ Topic 5 - Open Innovation

Engage your allocated case organisation

You **MUST** read, understand and assess the key issues in your case, and ensure you identify explicit and implicit issues.

- **CASE 1 – “Webasto”** *is a global innovative systems partner to almost all automotive manufacturers and has been family-owned since its foundation in 1901. We develop and produce roof and convertible roof systems, heating and cooling systems as well as charging solutions and battery systems for electromobility. Our company is among the top 100 suppliers in the automotive industry”.*
 - What is Webasto’s approach to corporate innovation?
- **CASE 2 – “Mercy Corps”** *is a global team of humanitarians who partner with communities, corporations and governments to transform lives around the world”.*
 - What is Mercy Corp’s approach to corporate innovation?

Presentation of Report

- **University cover sheet** – *name, student number, unit title/code, assignment title, word count and date of submission*
- **Name your file** accordingly, e.g. **Assign 2 – AB Shahz**
- **Appropriate structure of report:** management report should be appropriately structured, and include bit NT be limited to the following:
 - ✓ Executive Summary (*looks back and speaks in past tense*)
 - ✓ Introduction (*looks ahead, outlines aims, what will be presented in report/future tense*)
 - ✓ Analysis (*critical review of relevant literature, with sub-headings of subject matter*)
 - ✓ Conclusions (*summarises but introduces nothing new to the report*); and
 - ✓ Recommendations (*based on conclusions*)
- Any questions, please post on the **Discussion Board**

Assignment Two - Marking Criteria

	Pass – 40-49%	Pass – 50-59%	Commendation – 60-69%	Distinction– 70%+
Analysis	Demonstrates adequate knowledge, skills, abilities and approaches necessary to effectively orchestrate organisational systems to promote and sustain creativity, innovation and entrepreneurship and manage change.	Demonstrates good knowledge, skills, abilities and approaches necessary to effectively orchestrate organisational systems to promote and sustain creativity, innovation and entrepreneurship and manage change. Critical evaluation of a good range of relevant quality academic and practitioner sources.	Demonstrates very good knowledge, skills, abilities and approaches necessary to effectively orchestrate organisational systems to promote and sustain creativity, innovation and entrepreneurship and manage change. Critical evaluation of a very good range of relevant quality academic and practitioner sources.	Demonstrates excellent knowledge, skills, abilities and approaches necessary to effectively orchestrate organisational systems to promote and sustain creativity, innovation and entrepreneurship and manage change. Critical evaluation of as excellent range of relevant quality academic and practitioner sources.
Conclusions	Conclusions are not clearly derived from analysis through application of theoretical contributors and experiential learning. Validity of conclusions is unconvincing.	Conclusions are mainly derived from analysis through application of theoretical contributors and experiential learning. Limited and not entirely convincing.	Conclusions are clearly derived from in-depth analysis through application of most major theoretical contributors and experiential learning. Largely convincing	Conclusions are valid and clearly derived from in-depth analysis and reflection drawing on application of major theoretical contributors and experiential learning. Entirely convincing.
Recommendations	Recommendations are vague. Doubtful feasibility	Recommendations are reasonably clear and mostly realistic	Clear and appropriate recommendations. Less comprehensive than for an A grade.	Clear and appropriate recommendations. Professional applicability.
Presentation and Referencing	Not in report format. Few citations and a passable bibliography.	Well-structured in report format, sourced throughout and with an adequate bibliography.	Clearly and concisely structured in report format, sourced throughout and with a good bibliography.	Clearly and concisely structured in report format, sourced throughout and with a comprehensive bibliography