Innovation

Unit 3: Levels of Innovation

Section: OLL 1

Task 2

In the space below write your answer to the question for this Task. You should write between 100 and 150 words.

How accurate do you think the predictions are?

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In the space below write your answer to the question for this Task. You should write between 200 and 250 words.

In the video they predict that the BRIC (Brazil, Russia, India and China) countries are likely to become the most dominant contributors to economic development. However, recently Russia and Brazil have suffered serious economic downturns with China and India also facing weaker but still critical downturns. Do you agree that BRIC countries are likely to be dominant contributors to economic development, or do you think they face more serious internal issues that they need solve? Explain your answer.

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Task 3

In the space below write your answer to the question for this Task. You should write between 100 and 150 words.

Describe a significant social change that is the result of a technological changed you or your parents have experienced.

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Task 4

In the space below write your answer to the question for this Task. You should write between 200 and 250 words.

The development of online banking has had a major impact on economic and social factors. What do you think they are?

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Unit 3: Levels of Innovation

Section: OLL 2

Task 1

In the space below write your answer to the question for this Task. You should write between 100 and 150 words.

Choose one of the following companies and undertake some research online to see if you can identify which philosophical approach they take towards an innovation strategy

Ericsson

IKEA

Google

Honda

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Task 3

In the space below write your answer to the question for this Task. You should write between 100 and 250 words.

Write your list of items in the box below. Make sure you identify which strategic advantage you gain from the innovation.

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| Novelty  Complexity  Legal protection  Adding to competitive factors  Timing  Rewriting the rules  Reconfiguring the process  Transferability |

Task 4

In the space below write your answer to the question for this Task. You should write between 100 and 150 words.

After watching the video what are your impressions of innovation? Thinking back to before you started this module how have your views on innovation changed?

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Task 5

In the space below write your answer to the question for this Task. You should write between 200 and 250 words.

Go on line and look at different jobs that have either disappeared or the skills needed to do these jobs have greatly been reduced because of technology. Choose three examples and write how they have changed. Thinking about future technology, can you think of any jobs where innovation will significantly change the nature of the job?

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In the space below write your answer to the question for this Task. You should write between 100 and 150 words.

Go online and see if you can find other examples of less superior innovations being adapted over far more superior innovations. Choose one and briefly explain what happened.

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Task 6

In the space below write your answer to the question for this Task. You should write between 400 and 450 words.

Looking at the four levels, Transformational, Category, Market and Operational undertake some research to identify examples of these levels. Explain how each innovation meets the level. You may need to undertake a range of research activities including online and speaking to a local business.

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Task 7

In the space below write your answer to the question for this Task. You should write between 200 and 250 words.

Find an innovation that is small scale, preferably one at an organisational level. Examine and analyse the innovation in light of the 4 dimensions and explain where the innovation fits.

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Unit 3: Levels of innovation

Section: SDL1

Task 1

In the space below write your answer to the question for this Task. You should write between 50 and 100 words in each column.

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| ITEM | PRODUCT/SERVICE | PROCESS | POSITION | PARADIGM |
| Shopping trolley |  |  |  |  |

Unit 3: Levels of innovation

Section: OLL 3

Task 1

In the space below write your answer to the question for this Task. You should write between 150 and 200 words.

Choose one to the squares in the matrix and then find a product or service that meets that description. In the box below describe what the innovation is and why you think it fits in your chosen square.

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Task 2

In the space below write your answer to the question for this Task. You should write between 200 and 250 words.

You need to contact a small local business and ask them about a problem they recently solved in their business. Then looking at the sources of innovative solutions see if you can work out where the solution came from.

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Task 4

In the space below write your answer to the question for this Task. You should write between 300 and 450 words.

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Task 5

In the space below write your answer to the question for this Task. You should write between 100 and 150 words.

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Task 6

In the space below write your answer to the question for this Task. You should write between 200 and 250 words.

In the previous task one of the key resources was time. After reading this article to what extent do you think the issues raised in the article about a lack of time impacts on the ability to innovate?

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Task 7

In the space below write your answer to the question for this Task. You should write between 200 and 250 words.

Go online do a google search for “innovations that failed”. You will find many websites. Choose one web site and choose one innovation. Using the 6 possible reasons for resistance as a guide why do you think the innovation failed.

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Unit 3: Levels of innovation

Section: OLL 3

Task 1

In the space below write your answer to the question for this Task. You should write between 250 and 350 words.

Smart phones have replaces over 100 different products and services. In the box below list all of the products and services you can find that have been replaced or substantially changes as a result of the smart phone.

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