Innovation

Unit 4: Managing Innovation

Section: OLL 1

Task 2

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

Chose an innovation that is not mentioned in the video and describe the negative and positive aspects of that innovation.

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Task 3

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

Research an innovation that you think has some unethical connotations. Explain why you think this particular innovation is unethical.

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Task 4

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

In your opinion do you think that tagging children is ethical?

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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.

The audio tells the story of how tinned food changed the way we eat. However, one of the barriers to tinned food taking off has been the method of opening the tin. By the time an efficient machine had been invented to open tins a completely different method of opening tins had been invented making tin openers redundant before they reach their peak efficiency. Can you think of any other innovations that get superseded before they reach their full potential? Explain how the item you have chosen was superseded.

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Task 6

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

Although Concorde was a technical success it never was a commercial success. Go online and look at the history of Concorde. Why do you think Concorde was not a commercial success?

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Task 7

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

There are many arguments for and against the value of some patents. What is your opinion? What sorts of things do you think are not worth protecting? Give some examples.

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Unit 4: Managing 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.

There are a number of factors and concepts we have explored in this module and as we come to the end we need to draw them together. In the video you have just watched the presenter mentions how children are pushed from the question stage to the answer stage and so lose their ability to be curious. To what extent to agree or disagree with this view?

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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.

Thinking back across all of the units in this module has your notion of innovation and what it means to be innovative changed. Do you agree with the presenter that an innovator depends on your passion and willingness to do something?

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Task 2

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

The presenter in this video like the first presenter echoes many of the concepts we mentioned before. One factor is play. The presenter explains the differences between MBA students and kindergarten students approach to building a tower. She points out how the kindergarten students have more time to play or explore. Reflecting back on what we have covered how critical do you think the ability to play is when looking for innovative solutions?

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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.

Go online and find something similar, a product, building or article where people have taken items that are normally used for a different purpose than the product, building or article you have chosen and explain briefly what the innovation is and how curiosity, play and remix has been utilised to produce that product, building or article.

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Unit 4: Managing Innovation

Section: SDL 1

Task 1

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

What did these businesses first sell and what do they sell now?

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| Nokia |
| Tiffany and Co |
| Xerox |
| LG |
| Nintendo |
| Gap |
| Avon |
| Hasbro |
| Abercrombie & Fitch |
| Virgin |

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

What factors influenced your chosen business?

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Unit 4: Managing Innovation

Section: SDL 2

Task 1

In the space below write your answer to the question for this Task. You should write between 300 and 500 words.

In the box below write about the changes that have emerged in the way you think about innovation. Have you also changed your behaviour? What impact has this module had on how you might run your business?

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