

MASTER OF BUSINESS ADMINISTRATION

INNOVATION


ASSIGNMENT

Please refer to the **Academic Calendar** for the assignment submission dates.

TECHNICAL REQUIREMENTS AND ASSIGNMENT INSTRUCTIONS

- Ensure that your **first name, surname, student number, the course code number and total number of pages** appear on the front cover of your assignment.
- Assignments **must be submitted online via the Turnitin link** on your course subject page. Assignments may not be submitted via e-mail.

Here is an example of the assignment submission link:

 [BPM_Public_Policy_Assign_Sub_7April2016](#)

- You will find instructions on how to upload assignments in the Turnitin guide to submitting papers here: <https://portal.regenesys.net/course/view.php?id=43>
- Answer this assignment according to the guidelines in the Assignment Submission Guide, which you can download here:
https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Ensure that you have a thorough understanding of the frequently used terms in assessments. For an explanation of assessment terminology, go to:
https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Start this assignment as soon as possible. It will help you focus on important parts of the subject content early in your studies.

Assignment format

Programme assignment submission guidelines	Assignment body length in words – excludes cover page, tables of contents and references	Minimum references required in bibliography	Maximum similarity index permitted
Master's	5,000-6,000	15	15%
Postgraduate diploma	4,500-5,500	10	15%
Third year	3,500-4,500	7	20%
Second year	3,000-4,000	5	20%
First year and higher certificate	2,500-3,500	3	20%

Assignment document settings

	Main heading	Subheadings	Body text
Font	Arial	Arial	Arial
Text size	18 pt	12 pt	11 pt
Line spacing	Single	Single	Single
Margins	2 cm top, bottom, left and right		

- Write your responses in **ESSAY AND PARAGRAPH FORMAT**. Avoid bullet-type responses.
- Appendices may be a maximum of three pages each. The information in them must be relevant to the assignment, summarised, with links provided so that your assessor can evaluate your sources.
- Respect the introduction, body and conclusion format for answering questions. It counts for marks.

MARK ALLOCATION GUIDELINES					
Introduction and conclusion	Up to 5% for clear statement of purpose, clear outline of aspects covered in assignment, summarising key issues in the assignment; relevance of summary to assignment				
Referencing	No in-text referencing or reference list = 0%	Minimal referencing evident = 1%-4%	Referencing evident but inconsistent, incomplete, and fewer than required = 5%	Depending on application of referencing techniques in text, in reference list, and variety and number of references consulted – substantially exceeding the minimum number required = 6%-9%	Perfect in-text referencing, reference list, variety and number of references consulted and substantially exceeding the minimum number of references required = 10%
Body	The marks awarded for the questions you answer or tasks you perform will be calculated out of 100. These will be recalculated to count for 85% of the total assignment mark.				
More details on mark allocation can be found in the assignment submission guidelines at https://portal.regenesys.net/course/view.php?id=43					

Referencing

- Plagiarism is a serious offence. Do not copy directly from any text unless absolutely necessary. Enclose quotes in inverted commas to indicate that they are not your words, and include an in-text reference with each quote. Paraphrase all the reference comments that you use and include appropriate reference and page numbers.
- Use the in-text referencing method prescribed by Regenesys under guidelines and policies on the student portal. Consult the referencing mark allocation guide for the minimum number of references needed for this assignment.
- Full referencing of all sources, including page numbers in in-text referencing, is essential. Use the APA7 referencing style.
For example: (Gitman, 2010:15) in text, and then in your reference list:
Gitman, L.J. (2010) *Principles of Managerial Finance*. Pearson Education.
- Extensive and credible academic references are required to demonstrate that you have researched the topics fully and so that you can substantiate your arguments critically.

NOTE: At postgraduate level, you are expected to substantiate your answers with evidence from independent research.

You may work on this assignment in a group **BUT** you must write the assignment individually, and in your own words. If **NOT**, you will be told you have copied and you will have to do a brand new assignment. The mark will be capped at 60%, and you will have to pay a resubmission fee.

INTRODUCTION TO THE ASSIGNMENT

- This assignment consists of **ONE** question with instructions based on the scenario given.
- Please complete all instructions.
- Good luck!

ASSIGNMENT QUESTIONS

QUESTION 1

[100 MARKS]

The tourism and hospitality industry are suffering huge losses because of the Covid-pandemic and especially the travel restrictions imposed by the different countries. As national sales and marketing manager of an international resort group, you are planning an R&D team activity and project to investigate innovative approaches to develop your product and service in such a way that you can create a model which include critical success factors and ideas to manage uncertainty and to create innovative ideas to secure business in future amid possible future crises.

Required:

- 1.1 Create a team charter in which you instruct the R&D team exactly what they have to do and what you expect from them.
- 1.2 As it is the first time that you and the team are doing this research in-house, give them descriptive detail on the different aspects of the research they need to address.
- 1.3 Also formulate clear outcomes (an innovative model or framework) that you expect as research results from their project.
- 1.4 Give them a proper introduction and background of the industry at the moment to convince them about the seriousness of their assignment.
- 1.5 Research all relevant sources, of which at least two must be academic journal articles.
- 1.6 Design your document in proper academic writing. It must not be longer than 10 pages.

TOPIC	POOR = 0%-24%	ROOM TO DEVELOP = 25%-50%	PROFICIENT = 51%-74%	MASTERLY = 75%-100%
CRITERIA				
Design a R&D charter document aimed at instructing the team to research innovative solutions for the business	Little to no attempt made to design a R&D charter document with proper introduction and background aimed at instructing the team to research innovative solutions for the business	Some attempt made to design a R&D charter document with proper introduction and background aimed at instructing the team to research innovative solutions for the business	Sound attempt made to evaluate different options and to create a R&D charter document with proper introduction and background aimed at instructing the team to research innovative solutions for the business	Critical evaluation of theory and practise merged in the design of a R&D charter document with proper introduction and background aimed at instructing the team to research innovative solutions for the business
Formulating critical factors for success as well as outcomes you wish to achieve during your sessions	No attempt made to formulate critical factors for success as well as outcomes wished to be achieved during R&D sessions	Some attempt made to formulate critical factors for success as well as outcomes wished to be achieved during R&D sessions	Clear and concise outcomes and critical factors formulated that the marketing manager wish to achieve during the R&D sessions	Advanced attempt made to formulate critical factors for success as well as well motivated outcomes, wished to be achieved during R&D sessions
Identifying a model which will assist in exploiting innovative ways to do business	No attempt made to suggest different models, frameworks or processes, as well as other tools to be researched or investigates during the R&D sessions, which will assist in exploiting innovative ways to do business in future if a crisis hits the industry again	Some attempt made to suggest different models, frameworks or processes, as well as other tools to be researched or investigates during the R&D sessions, which will assist in exploiting innovative ways to do business in future if a crisis hits the industry again	Sound attempt made to suggest different models, frameworks or processes, as well as other tools to be researched or investigates during the R&D sessions, which will assist in exploiting innovative ways to do business in future if a crisis hits the industry again	A range of areas of uncertainty are addressed and an advanced attempt was made to suggest different models, frameworks or processes, as well as other tools to be researched or investigates during the R&D sessions, which will assist in exploiting innovative ways to do business in future if a crisis hits the industry again
Technical aspects: 10 pages; sources; academic writing; correct genre.	Either more or much less than 10 pages. No academic journal articles were referenced. No relevant other sources were referenced. Not written in proper academic language. Not in the genre of a project charter.	Some attempt made to write a project charter. Less than two academic journal articles cited. Less than two other relevant sources cited.	Sound attempt made to create a charter in academic writing of 10 pages with two academic journal articles cited. Other relevant sources were also consulted.	Advanced academic writing employed to design a 10 page-charter. Two or more academic journal articles cited as well as other relevant and informing sources.