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T2 2019: ICT275 Innovation and Technology Management

Assessment 2

Topic: Case Study Assignment

Submission: Submit the Report on Moodle by 23:55 on Sunday 18th August 2019 (Sunday Week 6).

Assessment Details:

Choose an IT/IS technology company and analyse, discuss and present their technological innovation:

- The core business activity and the role of innovation in their value proposition.
- How innovation is making this business different than competitors?
- Research and development and its relationship with the organisation's innovation.
- What factors affected the firm's innovation success? Is their innovation a "science-push" or "demand-push"?
- What's the firm's innovation category? What type of innovation is proposed by the firm? Explain the innovation type from different aspects of innovation type.
- Study the firm's technology S-Curve. What is the stage of this business on the S-Curve?
- How successful the firm has been in utilising innovation in their own advantage?

Make sure your report is written based on the guideline of assessment 2 in the Course Guideline.



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