

**Coursework #1 – Innovation Case Study**  
888147 – Innovation for Entrepreneur

Students are required to form a group, research a case study and submit a report for the first coursework task. Please read the following details:

**Innovation Case Study**

- Form a group of 4 students
- Choose an existing business
- Analyze the data and innovation of the business
- Complete a written academic report of at least 3000 words (include diagrams if relevant)
- One report per group containing:
  - an introduction
  - sections
  - a conclusion
  - at least 3 different sources referenced
- Group members are responsible for group meetings, deadlines and contributions
- Group members receive the same mark
- Plagiarized work is given a zero (0%) mark – **DO NOT CHEAT**

**Include:**

- Basic company description (the business model), company background, competition and competitive advantage
- Discovery (e.g. origins)
- Development
- Diffusion (e.g. growth)
- Impact (e.g. social, economic, environmental)

An example (Spotify) will be covered in lesson 2 on June 28<sup>th</sup> 2024

**Deadline**

Coursework set	21 <sup>st</sup> June 2024	week 1
Coursework submission Date:	26 <sup>th</sup> July 2024	week 6
Course Marks	15%	

**Deliverables:**

One report per group submitted in a Microsoft Word document, pdf document or equivalent.

The document must contain:

1. A title page with the names of the group members, course name, the date and a title.
2. A report with an introduction, conclusion, and reference section / bibliography.

All coursework should be submitted before or on the submission date to [drseamuslyons@gmail.com](mailto:drseamuslyons@gmail.com) with details of the group, group members, course, coursework title, date and any other information considered relevant.

If you are not in a group, have any questions, or are unclear of the requirements then please contact Dr. Séamus asap.