



Assessment 1 Information

Subject Code:	MBA501
Subject Name:	Dynamic Strategy and Disruptive Innovation
Assessment Title:	Disruptive Innovation Video Presentation (Individual)
Assessment Type:	10-15 minute video recording and script
Weighting:	35 %
Total Marks:	35
Submission:	Turnitin
Due Date:	Week 13

Your Task

You are required to review an organisation case study including information about the organisation's internal structure, market research techniques, and R&D methodology.

The case study will also include information regarding relevant regulation and economic conditions affecting the organisation. The case study will be shared in week 09.

Assessment Description

You must then record a Disruptive Innovation Video Presentation reflecting on the organisation's capacity to innovate from the following perspectives:

A. Internal perspective

Prepare an analysis of the key internal structures impacting the organisation's innovative capacity and offer recommendations.

B. External perspective

Prepare an analysis of the key external factors impacting the organisation's innovative capacity and offer recommendations.

C. Marketing perspective

Prepare an analysis of the key marketing and customer related factors impacting the organisation's innovative capacity and offer recommendations.

D. Technology perspective

Prepare an analysis of the organisation's innovative processes and whether they enhance the organisation's innovative capacity and offer recommendations.



Assessment Instructions

- The video recording should not exceed 15 minutes.
- Need to upload the supporting material to Turnitin. It can be,
 - A script
 - Powerpoint slide deck (with notes)
 - A word document with key points
- Important to indicate references in the document that will be uploaded into Turnitin.
- You are not expected to research the industry mentioned in the case study. The focus should be on researching, analysing, and applying disruptive innovation related theories, concepts, and scholarly views.
- Concepts relevant for this assignment are in workshops 9, 10, 11, and 12.
- Study the attached assessment rubric carefully.
- Watch the assignment briefing webinar conducted by the Subject Coordinator – refer subject welcome message from the Coordinator for the date and time.



Important Study Information

Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

What is academic integrity and misconduct?

What are the penalties for academic misconduct?

What are the late penalties?

How can I appeal my grade?

Click here for answers to these questions:

<http://www.kbs.edu.au/current-students/student-policies/>.

Word Limits for Written Assessments

Submissions that exceed the word limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.



Assessment Marking Guide

	Criteria	Fail below 50%	Pass 50% - 64%	Credit 65%– 74%	Distinction 75%-84%	High Distinction over 85%
Internal perspective (7 marks)	<i>Application of concepts and the depth of recommendations</i>	Weak understanding of the concepts associated with this perspective. Missing or superficial recommendations.	Basic understanding and integration of the concepts associated with this perspective. Some evidence of research. The recommendations are sufficient but lack depth.	Demonstrated an adequate understanding of concepts associated with this perspective. Applied the concepts well and provided adequate recommendations. Some evidence of research.	Good understanding of concepts associated with this perspective. Applied the concepts to the case well. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Good recommendations; in line with the analysis and provided sufficient justification.	Comprehensive analysis and application of concepts associated with this perspective. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Very good justification for the recommendations.
External perspective (7 marks)	<i>Application of concepts and the depth of recommendations</i>	Weak understanding of the concepts associated with this perspective. Missing or superficial recommendations.	Basic understanding and integration of the concepts associated with this perspective. Some evidence of research. The recommendations are sufficient but lack depth.	Demonstrated an adequate understanding of concepts associated with this perspective. Applied the concepts well and provided adequate recommendations. Some evidence of research.	Good understanding of concepts associated with this perspective. Applied the concepts to the case well. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Good recommendations; in line with the analysis and provided sufficient justification.	Comprehensive analysis and application of concepts associated with this perspective. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Very good justification for the recommendations.
Marketing perspective (7 marks)	<i>Application of concepts and the depth of recommendations</i>	Weak understanding of the concepts associated with this perspective. Missing or superficial recommendations.	Basic understanding and integration of the concepts associated with this perspective. Some evidence of research. The recommendations are sufficient but lack depth.	Demonstrated an adequate understanding of concepts associated with this perspective. Applied the concepts well and provided adequate recommendations. Some evidence of research.	Good understanding of concepts associated with this perspective. Applied the concepts to the case well. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Good recommendations; in line with the analysis and provided sufficient justification.	Comprehensive analysis and application of concepts associated with this perspective. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Very good justification for the recommendations.
Technology perspective (7 marks)	<i>Application of concepts and the depth of recommendations</i>	Weak understanding of the concepts associated with this perspective. Missing or superficial recommendations.	Basic understanding and integration of the concepts associated with this perspective. Some evidence of research. The recommendations are sufficient but lack depth.	Demonstrated an adequate understanding of concepts associated with this perspective. Applied the concepts well and provided adequate recommendations. Some evidence of research.	Good understanding of concepts associated with this perspective. Applied the concepts to the case well. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Good recommendations; in line with the analysis and provided sufficient justification.	Comprehensive analysis and application of concepts associated with this perspective. Integrated journal articles, prescribed text, other books, verified websites, etc. into the analysis. Very good justification for the recommendations.
Organisation and Video presentation (7 marks)	<i>Organisation of the video, adherence to KBS referencing guidelines and structure of the document submitted</i>	Unstructured video presentation. Did not follow KBS referencing guidelines and the document submitted do not link with the recording. Reading from a script, using filler words, and unsuitable background	The video is structured sufficiently but reading from a script, using too many filler words, and confusing/unstructured sentences. Followed KBS referencing guide sufficiently. Reasonably professional approach to the recording.	A sufficiently structured video recording. Followed KBS referencing guidelines well. Adhered to most of the video presenting conventions. Reading from a script. Professional approach to the recording.	A well structured video recording that creates interest. Followed KBS referencing guidelines well. Professional and confident presentation.	An interesting video recording that fully adheres to video recording and presentation conventions. The video can break the clutter. Followed KBS referencing guidelines well.