**Assessment task 1: Research Report (Individual) Objective(s):** This addresses subject learning objective(s):

1, 2 and 4 **Weight:** 30%

**Task:** This task requires you to act as an innovation consultant to a large *service corporation*. Please refer to the Assignment Brief for options of organizations to choose from. You have been asked by the top management team of your chosen organization to provide a strategic analysis as well as two distinct recommendations of ways to innovate the business, in order to improve its competitiveness in the marketplace. You can recommend *service innovations* of any kind: service product, service process or service business model, or a combination thereof.

Present your proposal in the form of a business report that is well-researched and presented, maximum 2000 words. Late penalties at the rate of 10% of the total value of the assignment per day will be deducted.

A detailed Assignment Brief along with assessment criteria is made available on UTSOnline and discussed in class. A list of resources to help you kick start your research is also provided on UTS Online. There is opportunity to share progress and get feedback from your tutor as you develop your report on a weekly basis. Please see Assignment Brief for details.