

Submission Front Sheet

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| Programme | BTEC Higher National Diploma (HND) in Business (RQF) | | |
| Unit Title and Number: | Product & Service Development (Unit 22) | | |
| Unit RQF level/Code | 5/  (J/508/0534) | Module Tutor Name /Email | Dr Kwabena Frimpong  [k.frimpong@mrcollege.ac.uk](mailto:k.frimpong@mrcollege.ac.uk) |
| Credit Value | 15 | Assignment Brief Code | **RQFBM-PSD220206-V6** |
| Cohort Name | Sep 20B MKT | Assignment Date Set | Jan 5, 2022 |
| Student’s Name |  | Student’s Registration Number |  |
| Submission Date | **03/04/2022** | Distribution Date | 20th Jan 2022 |
| Is this a first submission |  | Is this a referral submission |  |
| Word Count |  |  |  |
| Learner’s statement of authenticity | | | |
| I certify that the work submitted for this assignment is my own. Where the work of others has been used to support my work then credit has been acknowledged. I have identified and acknowledged all sources used in this assignment and have referenced according to the Harvard referencing system. I have read and understood the Plagiarism and Collusion section provided with the assignment brief and understood the consequences of plagiarising. | | | |
| Student’s Signature |  | Date |  |

**Complete and copy this page and add it as the front sheet to your online submission**

**Key Dates**

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| **Particulars** | **Key Dates** |
| Semester starts | 10/01/2022 |
| **Semester ends** | **01/04/2022** |
| Formative assessment Dropbox opens in week 6 | 14/02/2022 |
| Formative assessment Dropbox closes in week 8 | **06/03/2022** |
| **FORMATIVE FEEDBACK TO BE COMPLETED BY**  **Students will have at least one week to work on teachers’ feedback.** | **20/03/2022** |
| **Final SUBMISSION (not for Research Project) box opens on** | **21/03/2022** |
| **Final SUBMISSION box closes on** | **03/04/2022** |
| Internal Verification completion date of the remaining cohorts. Mr. Jaquan to put this date as post date for these 2 cohorts 23:59 hours. | 06/05/2022 |
| **Referral Dropbox will open (for internal purposes only) from:** | 18/04/2022 |
| Referral Dropbox closes on: | **20/05/2022** |
| Referral result deadline for teachers: | **Ongoing- within 2 weeks of submission but could be late if IVs take it as a sample.** |

**Introduction**

This unit explores the journey from ideas generation through to the launch of a new product or service. It examines the processes behind new product development (NPD) and it also considers the potential risks involved. Through the combination of theory and practice students will develop knowledge and understanding and be able to apply that knowledge within either an organisational or entrepreneurial context.

Almost every day we encounter new products and services through a variety of marketing promotions. But how do they get from a single idea to, in some cases, becoming a household item and brand? How did, for instance, the mobile phone, e-books, 24/7 banking services and fast food become part of our lives? Moreover, why do some products enjoy a long and profitable life span, whilst others disappear almost overnight? What are the secrets to success?

**Learning Outcomes:** By the end of this unit a student will be able to:

1 Explain and demonstrate processes involved in new product or service development.

2 Assess the life-cycle stage of the products or services in a company’s portfolio and evaluate whether innovation, adaption or renovation are needed for the individual products or services.

3 Design and pitch a new or renovated product or service.

4 Demonstrate an ability to critically reflect on the skills of team working, creative development and presentation.

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| **Submission Format – Individual Report** |
| **Activity**  This is an individual report submission that will include PowerPoint slides with speakers notes for a pitch. This should be written in a concise, formal business style using single spacing, Arial font style and font size 12.  You are required to make use of headings, paragraphs, subsections, and illustrations as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 3,000–3,500 words, although you will not be penalised for exceeding the total word limit. |

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| **Unit Learning Outcomes** |
| **LO1** Explain and demonstrate processes involved in new product or service development  **LO2** Assess the lifecycle stage of the products or services in a company’s portfolio and evaluate whether innovation, adaptation or renovation are needed for the individual products or services.  **LO3** Design and pitch a new/renovated product or service.  **LO4** Demonstrate an ability to reflect critically on the skills of team working, creative development and presentation. |
| **Assignment Brief and Guidance** |
| **Scenario**  Developing a new and/or improved products and services is key to the sustainable and continuous growth of any business organization, especially in the globalised dynamic business environment.  You are appointed as a junior product manager in your choice of the company. The company is looking for innovative ideas for developing a new or improved product(s)/service(s) that could be launched into the market in future, for continuous growth of the company.  **Activity – Individual report**  In this regard, you are required to prepare a well-articulated, coherent, and logically presented pitch that has fully justified approach to decision making throughout the development process, market launch and distribution.  To do this effectively, you need to demonstrate a good understanding of the knowledge and application of product or service development process using specific organisational example. Your pitch should be creative, dynamic, and detailed with evidence of product development and planning, and with emphasis on market testing, product or service launch, and distribution.  Furthermore, you need to assess the life cycle stages of the products and services currently in the portfolio of the chosen organisation while also presenting a justified evaluation of the appropriate product line management choices for the products or services highlighted. Support the evaluation with synthesised materials form a range of validated sources.  In concluding your report, using an example of your group work, ideally a group work that involved developing a presentation in your past academic journey, you need to add an insightful and independent reflection which demonstrates your ability to critically reflect on teamwork and creative development, giving valid and justified recommendations for improvements.  If you have not been part of any group work or/and group presentation in the past, then, the report should critically assess the skills required for an effective team working, creative development and presentation. |

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| **Learning Outcomes and Assessment Criteria** | | |
| **Pass** | **Merit** | **Distinction** |
| **LO1** Explain and demonstrate processes involved in new product or service development | | **LO1, LO2 & LO3**  **D1** Provide a well-articulated, coherent, and logically presented pitch that has a fully justified approach to decision-making throughout the development process, market launch and distribution. |
| **P1** Explain the processes involved in the development of products and services and the levels of customer integration.  **P2** Apply these processes in application to the development of a specific organisational product or service. | **M1** Consistently demonstrate a justified application of subject knowledge and understanding to the processes of product or service development. |
| **LO2** Assess the life-cycle stage of the products or services in a company’s portfolio and evaluate whether innovation, adaptation or renovation are needed for the individual products or services. | |
| **P3** Assess the life-cycle stage of the products or services in a company’s portfolio.  **P4** Evaluate which appropriate product line management choices are required for individual products or services. | **M2** Provide a coherent and justified evaluation that is supported by material synthesised from a range of validated sources. |
| **LO3** Design and pitch a new/renovated product or service | |
| **P5** Design and pitch a product or service taking into account market testing, product/service launch and distribution. | **M3** Design a creative, dynamic, and detailed pitch that provides evidence of a well-planned, developed and evaluated product or service. |
| **LO4** Demonstrate an ability to critically reflect on the skills of team working, creative development and presentation | | **D2** Provide an insightful and independent reflection on teamwork and creative development, giving valid and justified recommendations. |
| **P6** Complete a reflective statement that critically reflects on team working, creative development and presentation. | **M4** Address concerns and issues with recommendations for improvements. |

**Grading Details:**

The assessment criteria for a unit are hierarchical and holistic. For example, if an M criterion requires the student to show ‘analysis’ and the related P criterion requires the student to ‘explain’, then to satisfy the M criterion a student will need to cover both ‘explain’ and ‘analyse’. The unit assessment grid shows the relationships among the criteria so that assessors can apply all the criteria to the student’s evidence at the same time.

Assessors must show how they have reached their decisions using the criteria in the assessment records. When a student has completed all the assessment for a unit then the assessment team will give a grade for the unit. This is given simply according to the highest level for which the student is judged to have met all the criteria. Therefore:

**To achieve a Pass**, a student must have satisfied all the Pass criteria for the learning outcomes, showing coverage of the unit content and therefore attainment at Level 4 or 5 of the national framework.

**To achieve a Merit**, a student must have satisfied all the Merit criteria (and therefore the Pass criteria) through high performance in each learning outcome.

**To achieve a Distinction**, a student must have satisfied all the Distinction criteria (and therefore the Pass and Merit criteria), and these define outstanding performance across the unit as a whole.

The award of a Pass is a defined level of performance and cannot be given solely on the basis of a student completing assignments. Students who do not satisfy the Pass criteria should be reported as Unclassified.

**Recommended Resources**

* BRASSINGTON F. and PETTITT, S. (2012) *Essentials of Marketing.* 3rd Ed. Harlow: Pearson. Harlow.
* COOPER, R.G. (2011) *Winning at New Products: Creating Value through Innovation.* 4th Ed. New York: Basic Books.
* COOPER, R.G. (2001) *Winning at New Products: Accelerating the Process from Ideas to Launch.* 2nd Ed. Basic Books: New York.
* COOPER, R.G. and EDGETT, S.J. (2009) *Generating Breakthrough New Product Ideas: Feeding the Innovation Funnel.* Ontario: Product Development Institute.

**Links**

This unit links to the following related units:

*Unit 8: Innovation and Commercialisation*

*Unit 23: Integrated Marketing Communications*

*Unit 27: Identifying Entrepreneurial Opportunities*

*Unit 35: Developing Individuals, Teams and Organisations*

*Unit 38: Customer Value Management*

*Unit 42: Planning for Growth*

*Unit 44: Pitching and Negotiation Skills*

**Specification of Assessment**

* Your assignment submission should include the following:
  + front page (given in the assignment brief), filled in with required details.
  + table of contents, reference list, foot or end notes and appendices if any
  + footer with your name and college ID on every page, and page number (at the bottom right-hand side)
  + header with unit name and assignment brief code.
* Spell-check the document and make sure there are no grammatical errors.
* Complete all the activities.
* Produce clear specific reasoning and arguments in support of your answers.
* **As per Pearson policy, you are only allowed two submissions per module. One for final submission and another one for referral. Failure to achieve a grade pass after a second submission will result in you having to repeat the module in the next term.**
* **Any re-submission or late submission (unless authorised due to mitigating circumstances) will be capped at a PASS grade only.**

**Extension and Late Submission**

* If an extension is necessary for a valid reason, requests must be made in writing using a course work extension request form to the head of department.
* Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension.
* The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

**Plagiarism and Collusion**

Any act of plagiarism and collusion will be seriously dealt with according to the regulations. In this context, the definition and scope of plagiarism are presented below:

‘Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution. Examples of forms of plagiarism include[[1]](#footnote-1):

* the verbatim (word for word) copying of another’s work without appropriate and correctly presented acknowledgement.
* the close paraphrasing of another’s work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement.
* unacknowledged quotation of phrases from another’s work.
* The deliberate and detailed presentation of another’s concept as one’s own.’

All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.

‘Collusion occurs when, unless with official approval (e.g. in the case of group projects), two or more students consciously collaborate in the preparation and production of work which is ultimately submitted by each in an identical, or substantially similar, form and/or is represented by each to be the product of his or her individual efforts. Collusion also occurs where there is unauthorised co-operation between a student and another person in the preparation and production of work which is presented as the student’s own.’ (’Carroll, J and Appleton, J. (2001) Plagiarism – A Good Practice Guide. Oxford Brookes University/JISC, Oxford)

For more details, please refer to academic misconduct policy.

**All work for assessment must be submitted with a Turnitin Report on plagiarism. The Maximum Turnitin score admissible is 15% (after deduction of 1% & 2% records). Assignments with more that this 15% score will be automatically referred for reworking and resubmission.**

**Any student might be called to seat through a viva with the lecturer to confirm any parts of the module through an interview which will then form part of the summative assessment.**

**To access any feedback (formative/summative) you will have to access Moodle and open your assignment. You will have to click on the blue comment box in the righthand side and the feedback will appear within the text. You might have to click on the blue bubbles to see the feedback.**

**All grades are provisional until internally verified and until externally certified by Pearson. This means that a grade can be changed at any point until Pearson certifies it.**

**Assignment Resubmission Policy**

A Resubmission is any work handed in for final assessment a second time.

The Final Deadline is the date on which the whole assignment must be completed and submitted (usually in week 12 at the end of the semester).

Work submitted To be Resubmitted

1. Referred after Final Deadline Please see key dates section.
2. Missed Final Deadline End of next semester
3. Missed formative assessment(s) and

Referred after Final Deadline End of next semester

1. [↑](#footnote-ref-1)