The total word limit for the essay is 3000 words Tasks of the EMA This EMA includes four tasks. Task 1 Provide a profile of the organisation that you would have finalized to use in your EMA. Identify and explain the challenge faced by the selected organisation. You are expected to appropriately use module concepts in your description and analysis of the challenge you have chosen. (30 marks) Task 2 Describe and evaluate the entrepreneurial innovative solution/strategy that the organisation has considered to address the challenge you have identified and explained in Task 1. If you were to address the same challenge, what alternative innovative solution could you have considered appropriate to help the organisation to overcome it. (50 marks) Task 3 Reflect on B205 and explain how the ideas or theories of the module have changed the way you think and how these may be used by you in the future in the context of entrepreneurship and innovation. (15 marks) Task 4 Demonstrate your skills to properly cite and reference various sources of information that support your work. (5 marks) STUDENT GUIDANCE FOR TASKS Task 1 – Provide a profile of the organisation and identify and explain the challenge the selected organisation faces (600 words) This task will be marked out of 30 marks. The total word limit for this task is 600 words. Write the following parts of this ESSAY based on the organisation you have selected: · Profile of the organisation. · Identification of the challenge. When presenting the profile of the organisation, provide a short description of the organisation, focusing on the organization’s aims, activities and context where the organisation is operating. To complete this part of the task, you can benefit from Block 1 (e.g. types of entrepreneur Week 2, Activity 2.2., Task A) and Block 3 (e.g. context and its different dimensions and types) of the module. The identification of the challenge should cover an in-depth description of the challenge and why it is so important for the organisation. Ensure that appropriate module ideas are included in your description of the challenge. For example, Activity 8.1 in Week 8 can be helpful for you to understand about the internal and external challenges, and you can benefit from frameworks like PESTEL. Please note, the concepts and activities suggested for guidance here do not represent an exhaustive list of these. So, you may draw on other module concepts and activities as well. Task 2: Evaluation of entrepreneurial innovative solution and alternative choice(s) to address the organizational challenge (1800 words) This task will be marked out of 50 marks. The total word limit for the task is 1800 words. This task has two parts. To complete this task, you should provide answers to the following: · What entrepreneurial innovative solution has the chosen organisation considered to address the challenge it faces and why? You may allocate 500 words to answer this question. · If you were to address the challenge, what entrepreneurial innovative solution(s) would you have offered and why? You may allocate 1300 words to answer this question. For your answer, you are expected to draw on a range of concepts and activities from the module. For instance, your answer for this task can benefit from concepts and activities such as innovation framework, types of innovation (e.g. Week 2, Activity 2.1, Task C/D), scale or grade of innovation (e.g. Week 2, Activity 2.1, Task E), creative problem solving (e.g. Week 9, Activities 9.1 and 9.2), securing resources (e.g. Week 11, Activities 11.1 and 11.2) entrepreneurial teams and networks (e.g. Week 10, Activities 10.1 and 10.2 and Week 19, Activity 19.3) and the influence of contextual factors on an organisation (Weeks 13, 14, 15, 16 and 17). However, please note, it is not the exhaustive list of concepts and activities. So, you may draw on other module concepts and activities as well. Also remember the work you did during the new venture challenge. Whatever your choice is, you are expected to justify your choice of approach. Marks will be given for the range of appropriate concepts included and the strength of the argument you make Task 3 – Reflection on learning from the module (600 words) This task will be marked out of 15 marks. The total word limit for this task is 600 words. This third task requires you to write a reflective piece on your overall learning from the module and what difference it will make to you personally moving forward. You would have developed the ability to reflect on your skills development at various points in the module such as in Activity 26.4 (Task B) and TMA 04. You can benefit from that experience to complete this task. 1. Identify concepts that you have studied during this module and that fascinate you the most. Give a very brief overview of the concepts including strengths, weaknesses and limitations. 2. Describe in practical terms how you might use these concepts in the future in the context of entrepreneurship or innovation. You should particularly discuss what you would do differently because of these concepts and why.