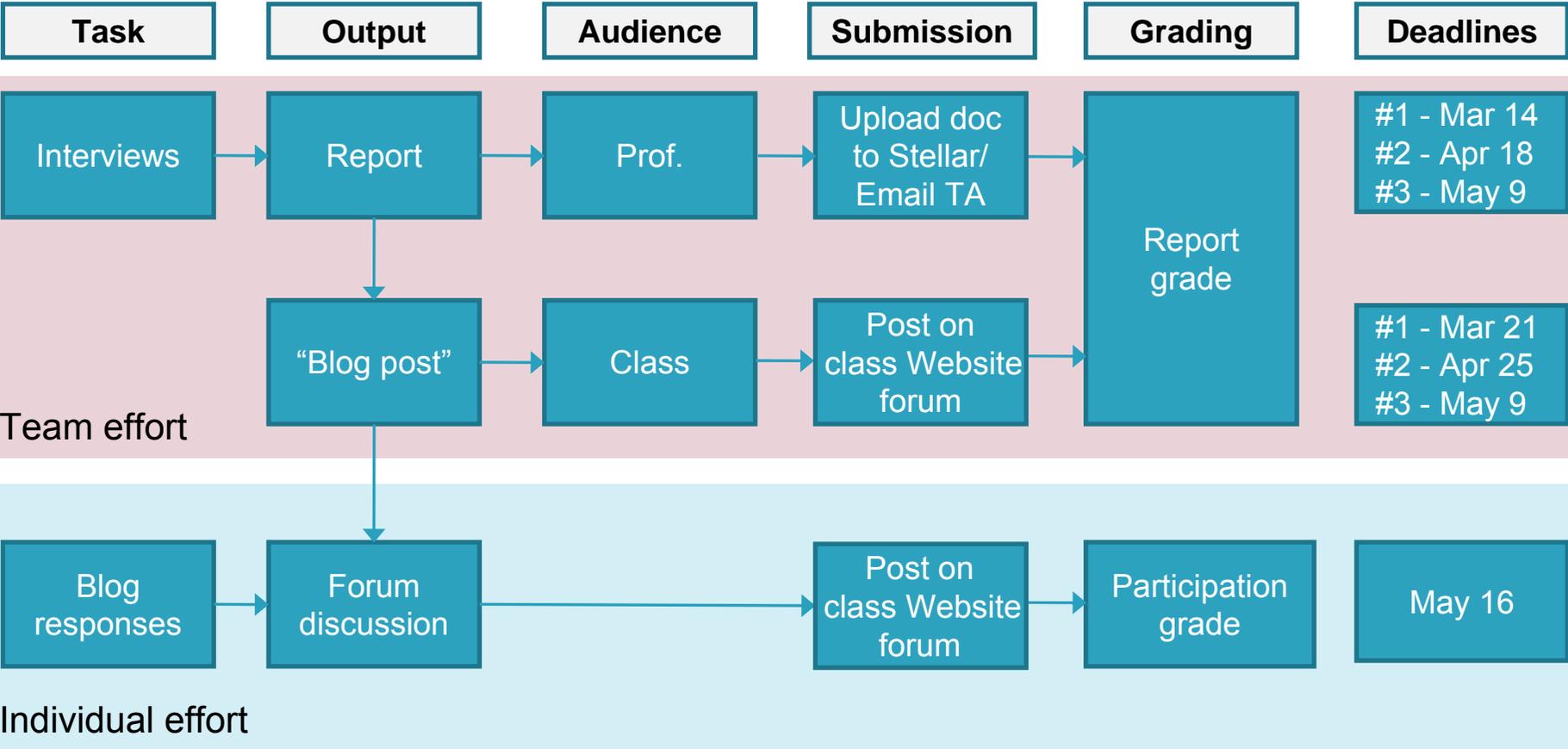


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15.351 Managing Innovation and Entrepreneurship
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Assignment Structure



Guidelines and Resources

Report

Include ...

- background information
- your list of questions
- your assessment of strengths and weaknesses in implementing “best practices” for the aspect of innovation covered in the module
- recommendations for improvements; your insights into the challenges associated with implementing the processes, structures and strategies covered in class
- any related practices that are employed but not covered in class
- 2-3 pages, double spaced

“Blog” post

- Concise
- Focused on key elements (not necessarily a summary of all points discussed in paper)
- Provocative and generates discussion

Blog responses

- Provide comments, suggestions, lessons learned comparing your assignment outcome with that of others
- Responses should be cumulative wherever possible
- Original authors are encouraged to respond and engage in debate