

Faculty of Technology – Course work Specification 2022

Module name:	Engineering Business Environment		
Module code:	ENGT5219		
Title of the Assignment:	Assignment B – Disruptive Low Carbon Innovation		
This coursework item is: (delete as appropriate)	Summative	Formative	
This summative coursework will be marked anonymously	Yes	No	
According to the learning outcomes for this module, this assignment will demonstrate that students can: <ol style="list-style-type: none"> 1. Exhibit a comprehensive understanding and sound judgement in developing proposals and solutions to reduce the impact of organisations as they seek to respond to climate change risks 2. Apply a range of advanced technical, academic and professional skills to evaluate and critically reflect on current trends in engineering for sustainability such as life-cycle analysis, green accounting, carbon trading, and risk assessment. 			
This coursework is: (delete as appropriate)	Individual	Group	
If other or mixed ... explain here:			
This coursework constitutes 70% of the overall module mark.			
Date Set:	January 4 th , 2021		
Date & Time Due:	May 12 th , 2022 at 11:59 (UK time, midday)		
Your marked coursework and feedback will be available to you on: If for any reason this is not forthcoming by the due date your module leader will let you know why and when it can be expected. The Head of Studies should be informed of any issues relating to the return of marked coursework and feedback.		9 th June, 2022	
When completed you are required to submit your coursework to: <ol style="list-style-type: none"> 1. Blackboard via Turnitin. 			
Late submission of coursework policy: Late submissions will be processed in accordance with current University regulations which state: <i>“the time period during which a student may submit a piece of work late without authorisation and have the work capped at 40% [50% at PG level] if passed is 14 calendar days. Work submitted unauthorised more than 14 calendar days after the original submission date will receive a mark of 0%. These regulations apply to a student’s first attempt at coursework. Work submitted late without authorisation which constitutes reassessment of a previously failed piece of coursework will always receive a mark of 0%.”</i>			
Academic Offences and Bad Academic Practices: These include plagiarism, cheating, collusion, copying work and reuse of your own work, poor referencing or the passing off of somebody else's ideas as your own. Plagiarism of any form will not be tolerated, and all suspicious work will be referred to the Academic Performance Office for adjudication. If you are in any doubt about what constitutes an academic offence or bad academic practice you must check with your tutor. Further information and details of how DSU can support you, if needed, is available at: http://www.dmu.ac.uk/dmu-students/the-student-gateway/academic-support-office/academic-offences.aspx and http://www.dmu.ac.uk/dmu-students/the-student-gateway/academic-support-office/bad-academic-practice.aspx			

Tasks to be undertaken:

The UK Government's Industrial Strategy describes a partnership between government and the private sector to build the foundations of a strong economy, which are the skills of its workers, the quality of its infrastructure and a fair and predictable business environment. The strategy aims to foster innovation and identifies four 'Grand Challenges', one of which is clean growth.

Your company has been recruited by Unilever UK (<https://www.unilever.co.uk>), and you have been given the lead role as the Greening the Business consultant to recommend one or more innovations to potentially help align Unilever's corporate and community sustainability strategy with that of the UK Government's clean growth strategy. Assume a pre-Brexit UK regulatory framework and operating context.

Your task is to **critically review** Unilever UK's low impact and green growth strategies. These are "Our strategy for sustainable growth" <https://www.unilever.co.uk/planet-and-society/our-strategy/> and "Our strategy for sustainable growth The Unilever Sustainable Living Plan", available at <https://www.unilever.co.uk/planet-and-society/the-unilever-sustainable-living-plan/>

Using these two documents as your source of information on Unilever UK's sustainable living strategy, and selecting no more than three product lines or strategy themes (or a mix), as the lead consultant your responsibility is to write a management report which covers the following:

Section 1: Introduction and Current Contributions:

Provide a brief introduction explaining your understanding of what **clean growth** means in the context of the UK. You will refer to **no less than three** fully referenced and summarised sustainability-related regulatory policies/ frameworks/ laws as these apply to Unilever UK's corporate footprint.

Section Two: Disruptive innovation for a greener business

Briefly introduce and discuss your understanding of a disruptive innovation and propose one or more disruptive innovation(s) to Unilever UK. Justify how adopting the innovation(s) will help contribute to greater alignment between Unilever and the UK's clean growth strategy. You may use <https://www.unilever.co.uk/about/innovation/latest-news/> for inspiration.

Unilever's Board will only be convinced by *evidence-based arguments*. A minimum of four relevant academic journal articles are to be used to support your arguments in this section. Please use correct citation (Harvard, APA or IEEE) formatting.

Section Three: Stakeholder Analysis and Management:

Assuming the Board is sufficiently convinced by your recommendations, this section concerns stakeholder analysis and management. Identify those stakeholders who you think will be involved with the process of adopting your proposal(s). Remember to think holistically across the supply chain. State why you identified them as stakeholders and their roles in the process of adoption. Estimate their interest and influence and map these parameters onto Mendelow's matrix and discuss how you would work with them throughout.

Section Four: Discussion and Conclusions:

Provide a brief summary of sections one and two, and then identify and discuss any realistic risks and challenges to the adoption of your proposed innovation. Provide potential mitigating options which take these into account. Briefly discuss any impacts these options may have on aligning Unilever's sustainable living strategy with the UK Government's clean growth strategy.

This assignment will also require careful reading of the lessons used in this module as well as library database research, and please use the official UK Government website to access and reference regulatory frameworks.

Deliverables to be submitted for assessment:

This should be written as a practical report for decision makers rather than a theoretical treatise on innovation and sustainability. Your assignment should be in the form of a management report to a maximum length of **2,500 words** ($\pm 10\%$) excluding any references, tables, charts, footnotes, and appendices. For illustrative purposes only, a CSR report can be found at https://www.icas.com/_data/assets/pdf_file/0004/2497/F6503-CSR-Template-Report-ICAS.pdf. Use appendices to include additional charts, illustrations and data as necessary, but the appendices should be no longer than 5 pages. You should explain any pictures and diagrams you use, reference your sources correctly and choose suitable sources. You should use a font of size no less than 10 points.

How the work will be marked:

Your assignment report will be based on the extent to which the learning outcomes have been met, and the extent to which the above instructions, notes and guidance are complied with (for example regarding word limit, style, structure and citation). The criteria below relate to the current pass mark of 50%.

- Section One – Introduction and clean growth – 15 marks
- Section Two – Disruptive innovation – 30 marks
- Section Three – Stakeholder analysis – 25 marks
- Section Four – Discussion and Conclusions – 20 marks
- Clarity of writing style, referencing and structure of report – 10 marks

Work that is deficient in most of the respects outlined above, showing no evidence of critical analysis or a failure to follow this brief will be awarded an outright fail of 44% or less.

A marginal fail of 45% to 49% may be awarded to work that demonstrates some understanding of the problem but where the understanding, accuracy, organisation and critical analysis fail to justify a marginal pass.

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