

<b>Title</b>	<b>Apply innovative thinking techniques within a business context</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>2</b>

<b>Purpose</b>	People credited with this unit standard are able to: describe factors that affect innovative thinking within business organisations; and apply innovative thinking techniques to a product, service, system, or process within a specified business context.
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<b>Classification</b>	Business Operations and Development > Business Studies
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Business Studies unit standards are intended to help build an enterprise culture in Aotearoa New Zealand through a focus on knowledge of business and on applying that knowledge in a range of business contexts.
- 2 This unit standard is primarily intended for assessment in classroom-based programmes, but can be used in other contexts, such as workplaces.
- 3 Definitions  
*Business organisation* refers to a specific business entity which may be – for profit or non-profit; in private, public, or voluntary sectors; a business unit, iwi, or other special purpose body.  
*Entrepreneurs* perform the activity of identifying business opportunities, organising, managing, and assuming the risks of a business enterprise.  
*Innovators* refer to an individual or group that creates and applies something which adds value to the business, which may include but is not limited to a new or enhanced product or service or process.
- 4 Unit 22847, *Demonstrate knowledge of innovation and entrepreneurship in business contexts*, provides useful underpinning knowledge for this unit standard.
- 5 Work for this unit standard may be carried out as part of a group activity. Each candidate must present evidence of individual competence against the outcomes of this unit standard.
- 6 Outcome 2 may refer to a real situation or case study. Candidates will be supplied with information about the particular business context, which includes but is not limited to – nature of business, size (e.g. number of employees), current products/services, current production process/system.

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## Outcomes and performance criteria

### Outcome 1

Describe factors that affect innovative thinking within business organisations.

#### Performance criteria

- 1.1 Characteristics of innovators and entrepreneurs are identified.
- Range three characteristics of innovators and three characteristics of entrepreneurs are required.
- 1.2 Factors that can affect innovative thinking in business organisations are described in terms of their potential effects.
- Range at least two factors with positive effects, and two factors with negative effects;  
factors may include but are not limited to – attitudes, beliefs, processes, methods, constraints, incentives, risk.

### Outcome 2

Apply innovative thinking techniques to a product, service, system, or process within a specified business context.

#### Performance criteria

- 2.1 Innovative thinking techniques are used to generate ideas for a new or enhanced product, service, system or process.
- Range ideas may include but are not limited to – solution to a problem, creation of something new, change to something already in existence, response to external environment;  
techniques may include but are not limited to – brainstorming, mind mapping, cause and effect diagram (fishbone), affinity diagram;  
at least two ideas are generated, one in response to an internal issue and one to an external issue.
- 2.2 Generated ideas are evaluated in terms of the advantages, disadvantages, and potential value to a business.
- Range two ideas are evaluated.

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<b>Planned review date</b>	31 December 2027
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	25 September 2006	31 December 2013
Rollover and Revision	2	17 November 2011	31 December 2024
Rollover	3	24 October 2014	31 December 2024
Review	4	19 May 2016	31 December 2024
Rollover and Revision	5	26 November 2020	31 December 2024
Review	6	26 January 2023	N/A

**Consent and Moderation Requirements (CMR) reference**

0113

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Comments on this unit standard**

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.