



## BUS 1101 Written Assignment week 4

Principles of Business Management (University of the People)



Scan to open on Studocu

The text discusses the SCAMPER creativity tool. After reviewing this in the text, complete the following chart with examples not found in the text. In the explanation column briefly explain how the example relates to the question.

Questions	Example	Explanation
Substitute: What else instead? Who else instead? Other ingredients? Other material? Other time? Other place?	Non-pneumatic tires for off-road dirt bike/ATV market. This is an example of What Else Instead.	Rather than traditional tires that rely on air for support and suspension, these tires rely on the rubber structure.
Combine: How about a blend? Combine purposes? Combine materials?	High quality cameras built into phones. This is an example of Blending two products as well as Combining Purposes	By adding high quality cameras, we have eliminated the need to carry cameras, or laptops in the case of Zoom meetings, etc.
Adapt: What else is like this? What other idea does this suggest? How can I adjust to these circumstances?	Smart appliances. This is an example of What else is like this.	Nearly every major appliance now has the option of being a "Smart" appliance, meaning controlled remotely through the internet. I believe it began with thermostats (ie. Nest) and expanded to many other appliances.
Modify: Different order, form, shape? Minify: What to make smaller? Slower? Lighter? What to do with less frequency? Magnify: What to make higher? Longer? Thicker? What to do with greater frequency?	Tide Pods. This is an example of Different Form.  Mini Coke cans. This is an example of Making Smaller.  3 Liter Coke bottles. This is an example of Making Larger.	Tide has taken liquid detergent and formed it into convenient (and bite sized) forms that increase cost.  Coke has simultaneously offered their core product in new sizes, both minifying and magnifying.
Put to other uses: New ways to use as is? Other uses I modified? Other places to use an item or movement?	Sticking with Coke product as a rust remover. This is an example of New Ways to use as is.	The acid in Coke eats rust over time. I have successfully used this method.
Eliminate: What to remove? Omit? Understate?	CRT TV's and monitors. This is an example of What to Remove.	CRT TV's and monitors were very big and heavy. They have been replaced with flat panel technology.

Rearrange: Other layout? Other sequence? Transpose cause and effect? Transpose positive and negative? How about opposites?	Shimano STI shifting on bicycles. This is an example of Other layout.	Prior to the release and adaptation of STI, shifting on road bikes was done via downtube shifters.
Reverse: Interchange components? Other pattern? Backward? Upside down?	Dual rated sleeping bags. This is an example of Upside down.	Depending on which side of the sleeping bag is facing up, you have different insulation amounts providing a broader temperature comfort range.

Assignment will be assessed using the following criteria:

- The chart contains accurate examples for each of the 8 questions.
- The chart contains accurate explanations for each of the 8 questions.
- Writing is clear. Used appropriate grammar and writing to express ideas.  
References (if used) were cited properly.