BUSS6101 WEEK-1 Technology & Disruptive Innovation

1. Introduction of the course

What is a business?

- Example 1: the police

- Definition: activity of production – the transformation of various inputs into diverse outputs in the form of goods & services to meet particular wants or needs of people in society

- Example 2: smartphone

What is changing a business? Implications?

- "Megatrends": technology, demographic changes, urbanisation, individualisation, resource security-the megatrends are <u>independent</u>

- How to predict the future? Predict the impact?

- Example 3: the Great Horse Manure Crisis

What tools to use? How to study the future of business?

- Understand influence and tools on different levels: business environment -> business -> team/individual

- Explore skills needed: i.e. critical thinking, thrive in subjectivity and ambiguity, synthetize multiple perspectives, think abt big pic, able to convey structured info to non-technical ppl

- Brands to work with this semester: Play Communication, Mastercard, The Iconic, Airbnb, UAP (Urban Art Projects)……*research after class*

Assessment 1- Week3 Commentary
- What is your questions for companies coming to the panel discussion? Justify your question.

- What is your reflection o your previous question, given everything happened at the panel? And why?

Assessment 3- Week8 Content Contribution

- A video clip: 1. A concept 2. What is the thing troubles you most to understand? – confusion

Assessment 4- Week12

- Group task (video presentation + 2,000 words report)

Assessment 5- all weeks

- Class participation

2. Technology

What makes the biggest difference of the social development: Industrial Revolution

→ Technology: "the second machine age"

What is a disruptive innovation? - Christensen's theory

- Example 1: Uber???

- Question: If it is a process over time, how can incumbents identify one as a real disruptive threat among all the new entrants/competitors?

How to apply disruptive innovation theory into predicting the future of business?

- Example 2: Toyota 1900's into America market

- Limits of disruptive innovation theory: not very predictive, not very explanatory → narrowly applicable

- Why these limit? Problematic assumptions (Example 3: Honda vs. Harley-Davidson)

- In what context can managers use it? After or with the following actions: Calculate the value f winning; leverage existing capabilities (Example 4: Fuji vs. Kodak); work collaboratively with other companies (Example 5: Disney vs. Pixar);

After class thinking?

- Is Iphone/Uber disruptive?