

MIS 782 Seminar 1: Module 1, week 1 (ICT and competitive advantage)

Start with introducing yourself to the class and acquaint with your seminar members. Soon you will have to form groups for your assignment. Hence knowing each other will assist!

We aim to apply the theories, frameworks and models taught in the unit through applying it to real-life cases. Seminar activities are indicative of what will be examined in the unit through assessments and exam!

Seminar preparation

Familiarize yourself with Netflix by looking at this case study - Netflix leading with data: the emergence of data driven video.

Instructions: Please read the allocated case study and try to have a discussion in groups of three to four about the following questions. Each group will be assigned one question to answer that has to be presented in front of the class. It will be useful for each group to have a dedicated individual who will present/discuss the answer to the question.

Case study related questions

1. What is Netflix's business model? Use the *business model canvas* to briefly explain the information-based competitive environment of Netflix and its business model in terms of its market, strategy, operations and overall industry.
2. Based on the process of automate and informate, discuss the benefits that automating and informing brings to Netflix. See the Pic Nic Nac example in week 1.
3. Technology and data is key to Netflix's business operation and competitiveness. Provide an example of how technology is converted into business value returns for Netflix. Also provide an example of how technology has enabled Netflix's business model evolution.
4. What is business and IT alignment? Do you think Netflix's IT investments are aligned with their business model?

Assignment 1

Spend the rest of the class discussing assignment 1. For this assignment, you will have to do some research on a case organisation. Have a class discussion on strategies how to go about gathering relevant research and then how to use those as evidence to support your argument.

References

Business Model Canvas: <https://strategyzer.com/canvas/business-model-canvas>
Chan, YE & Reich, BH 2007, 'IT alignment: what have we learned?', *Journal of Information Technology*, vol. 22, pp. 297–315.
Soh, C & Markus, ML 1995, '[How IT creates business value: a process theory synthesis](#)', *International Conference on Information Systems (ICIS)*, ICIS 1995 proceedings, 31 December, pp. 29–41.
Walker, R., Jeffery, M., So, L., Sriram, S., Nathanson, J., Ferreira, J., & Feldmeier, J. (2010). [Netflix Leading with Data: The Emergence of Data-Driven Video](#). 5-110-006. Evanston, IL: Kellogg School of Management, Northwestern University.

The Business Model Canvas

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Date:
Version:

Key Partners <p>What are our key partners? Why are we their partner? Which key resources do we acquire from partners? Which key activities do partners perform?</p> <p>Channels</p> <p>What are our channels? How do we reach our customer segments? Which channels are most effective?</p>	Key Activities <p>What key activities do our Value Propositions require? What key resources do we need? Which key activities are most important?</p> <p>Key Resources</p> <p>What key resources do our Value Propositions require? Which key resources are most important? Which key resources are most scarce?</p>	Value Propositions <p>What value do we deliver to the customer? What are our value propositions? Which value propositions are most important? Which value propositions are most profitable?</p>	Customer Relationships <p>What type of relationship do we build with our customer segments? How do we build this relationship? Which relationship types are most important? Which relationship types are most profitable?</p> <p>Channels</p> <p>Through which channels do our Customer Segments reach us? How do we reach our customer segments? Which channels are most effective? Which channels are most profitable?</p>	Customer Segments <p>Who are our target customer segments? What are their needs? Which customer segments are most important? Which customer segments are most profitable?</p>
Cost Structure <p>What are the most important costs incurred in our business model? Which key resources are most costly? Which key activities are most costly?</p> <p>Cost Structure</p> <p>What are the most important costs incurred in our business model? Which key resources are most costly? Which key activities are most costly?</p>		Revenue Streams <p>For what value are our customers really willing to pay? How do we capture value? Which revenue streams are most important? Which revenue streams are most profitable?</p> <p>Revenue Streams</p> <p>For what value are our customers really willing to pay? How do we capture value? Which revenue streams are most important? Which revenue streams are most profitable?</p>		

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