

CA115 Digital Innovation Management Enterprise

Week 4

2022-01-31

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These notes will be posted to Loop.

Good Morning!

- Thank you for submitting blogs, almost all on time.
- For the few that missed the deadline, remember that marks are deducted for late submission.
- Another blog this week; more at the end of class.
- Thank you for all the emails again this week; a lot of good interactions.
- Additional material will be online later today.

Talking

- Last week was a lot better, thank you.
- With some luck and hard work, the classes will be a little more interesting each week.
- I'll talk into the microphone this week!

Audio

- I might try some experiments with audio summaries this week or next, if time allows.
- There are a few people who cannot attend in person for different reasons.

Sample Blogs and Additional Notes

- I'll post some sample writing and/or writing of my own soon.
- Also some additional reading recommendations.

Quiz

Overview

See Quiz FAQs on Loop for all the information you need.

- On Thursday at 9.15am in the labs using Loop.
- 25 multiple-choice questions.
- 1 hour from when you begin although it'll likely take you much less time.
- Quiz closes at 10:30am. No re-takes.
- Open-book and based on lectures from Weeks 1 - 4, i.e. including today.

Group Work

Groups

- Groups will be defined during the week, before Thursday all well.
- You can find out who is in your group on Loop; groups will be randomly assigned.
- More about the project later in the class.

This Week

Monday

- 10am - 10:50am: Lecture/tutorial.
- 11am - 11:50am: Lecture/tutorial.
- 5pm: Online material - no in-person lecture.

Thursday

- 9.15am - 10.30am: Quiz! In the labs via Loop. You can check out the FAQs on Loop.
- 9am - 11am: You can use the remainder of the lab to work on blogs for this week and/or to say hello to group members in real life, perhaps outside if you like.

Today

- Re-cap on our introduction to startups.
- Startups #2: Product and Market.
- Live blog reviews.
- Overview of Group Project, Part 1.
- Communication #2: Teams.
- (and maybe) Innovation #2: Climate and Energy.

Lectures

Re-Cap: Startups #1: Starting Up

See separate notes.

Startups #2: Product and Market

See separate notes.

Communication #3: Teams

See separate notes.

(Maybe) Innovation #2: Climate and Energy

See separate notes.

Group Project

Part 1: Make an Innovation

See Loop for details.

Blog, Week 4

Write about a company that was once a small start-up. If you can, find an example that is not Google, Apple, Amazon or Facebook. Additionally, try to choose a company that impresses you in some way and write about why you find it impressive.

The company can be in any industry and from any time. If you'd like to write a company known to you, this is fine, but be mindful that you are posting publicly, i.e. do not share confidential information or anything untrue and so on!

Submissions are due, as usual, on Thursday 3rd February at 5pm. Remember, that late submissions score lower!

If you have questions, take a look at the Blog FAQs.