INFS5700
Introduction To Business Analytics

Week 1 Tutorial Activity

(12 2022)

UNSW SYDNEY — Australia's Global University

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Who Is In The Room?

1. Three words to describe online learning experience so far.

2. Best time for you to meet for team meetings during the term.

3. Are you more qualitative or quantitative individual?

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Pre-Case Study Exercise

This week's workshop involves learning about a case of digital transformation in the media industry. The case is underpinned by the use of business analytics to transform an organization so that it can compete with large digital-born firms. Before doing the case study, think about the following questions and be ready to share and discuss your answers with your peers during the workshop.

- How do you consume news? Is it through traditional media such as newspapers, radio or television, websites of specific news agencies or search engines like Google? Or is it through modern social media apps and platforms such as YouTube, Facebook or Snapchat?

- How many times a day do you consume news? When do you consume news?

- If you consume news more than once per day, do you use different channels?

- How is your consumption of news different from 5 and 10 years ago? Has it changed since then?

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Case Study – Digital Transformation at Vocento

The focus of this week's workshop is to understand the use of analytics in driving digital transformation using a case study. The case consists of 5 segments approximately 15 minutes long. Each segment consists of short readings, video and question. The segment will start with the entire class watching the videos and then in your groups address the following questions:

1. Identify the key challenges that Vocento is facing. Evaluate the degree to which each challenge is (i) specific to Vocento, (ii) industry-wide and (iii) similar to challenges facing other industries.

2. Evaluate the degree to which the challenges identified call for a technology solution to (i) open new sales channels, (ii) change product/service offerings and (iii) open new markets.

3. Identify and evaluate the opportunities for Vocento that may emerge from the use of digital technologies and digital transformation. Advise Vocento on the role and use of business data analytics in realizing these opportunities through digital transformation.

4. Recommend a change management strategy for Vocento to drive the transformation required.

5. Identify key success factors for Vocento to overcome challenges and realize opportunities.

Each group to prepare a slide deck to present your answers to the entire class in the main room.

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Instructions for Accessing HBP Coursepack

- Click on the URL for *Register for Harvard Business Publishing* you will be directed to the Harvard Business Publishing website

- If you have not made an account yet, then you will need to register one. You are advised to use your UNSW zID to create a Harvard account. You are only required to do it once.

- If you already have an account, then simply sign in.

- If you are having issues, then please see the following link for trouble-shooting Harvard resources:
  https://hbpacademichelpcenter.zendesk.com/hc/en-us