

# INFO4444 Computing 4 Innovation

Review and Exam Information

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# Exam Information

## Exam Admin Details

Writing Time Duration	120
Materials Permitted	Closed book

- Answer all questions in the space provided.
- The marks for all questions totals to 100.
- Be mindful of the time.
- Please **read the instructions/ questions carefully.**
- Clarity is important.
- When you draw figures, use pens.

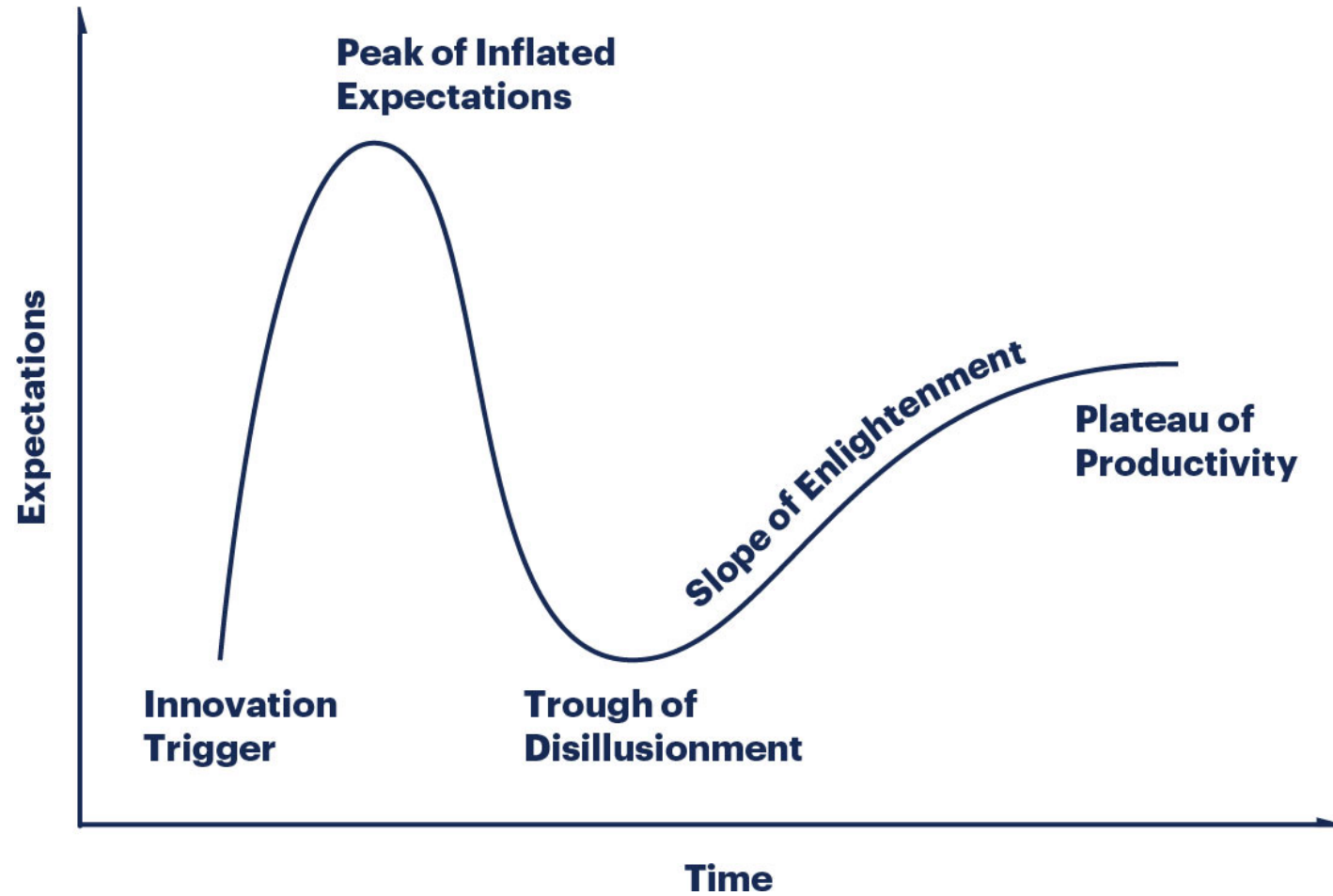
# Topics

- Consider all the topics and assignments are relevant to the exam
- The listed topics here are especially important for essay type questions
  - i.e. MCQs can be asked outside the
- This is just a guideline (no guarantee of topic exclusions)
  - I can make an error

# Topics – W01

- What is innovation?
- What is a high growth firm?
- General Purpose Technology
- Gartner Hype Cycle – You should be able to recall (not remember)

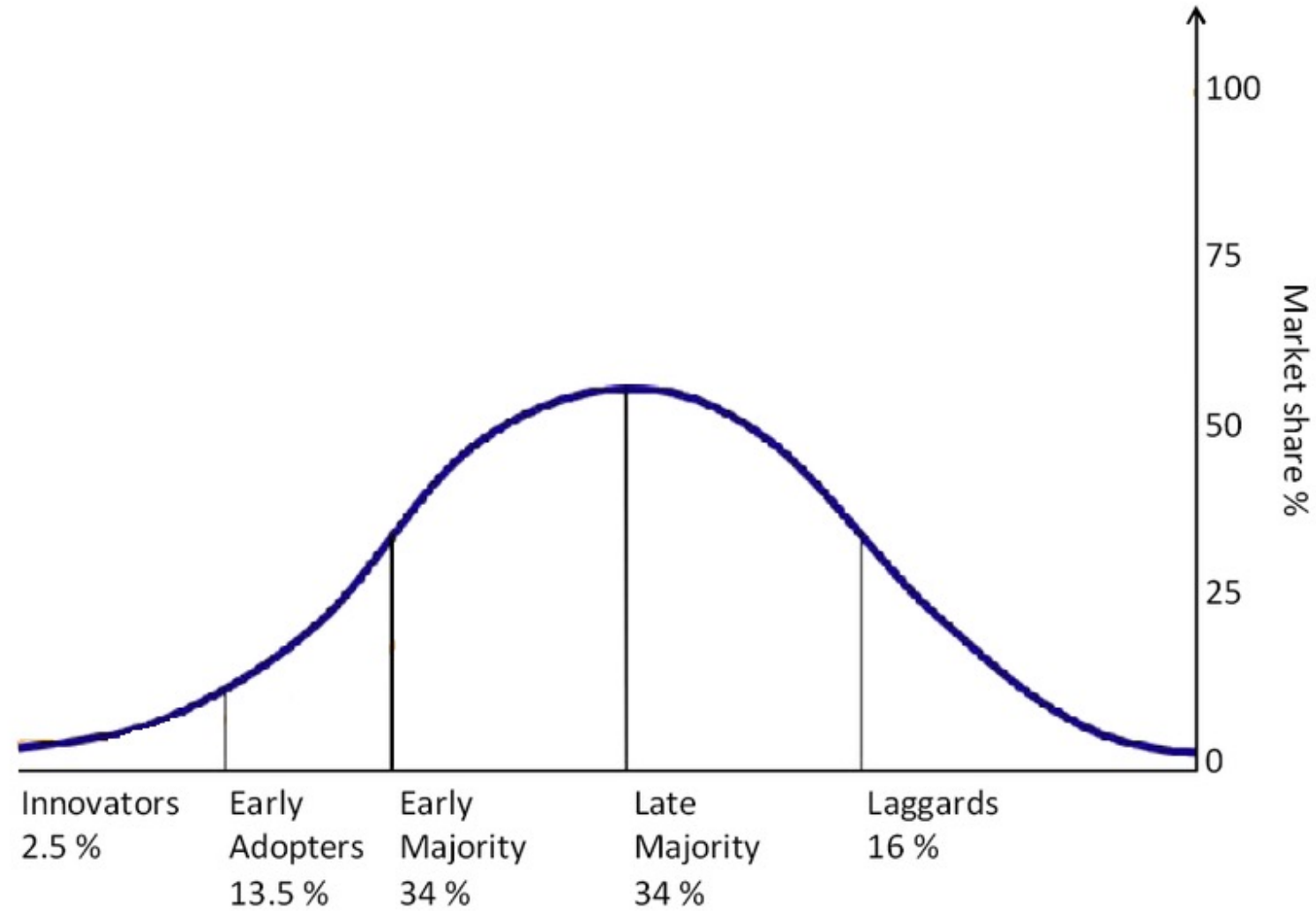
# Example



## Topics – W02

- Dynamics of IT Innovation
  - Diffusion
  - Technology Adoption Lifecycle Model
  - Gartner Hype Cycle
- Dominant Design
  - Product Category
  - Design Dominance & The Technology Cycle
  - Factors Leading To Dominant Design

# Example





## Topics – W03

- Disruptive Innovation
  - Disruptive Innovation Model / and types
- Value Chain & Value Network
- Innovator's Dilemma and strategies to address it

## Topics – W04 / W06 / W07

- Open Innovation
  - Why do it and different approaches
- Distributed Innovation
  - Different approaches to distributed innovation
- Intellectual Property Protection

# Example

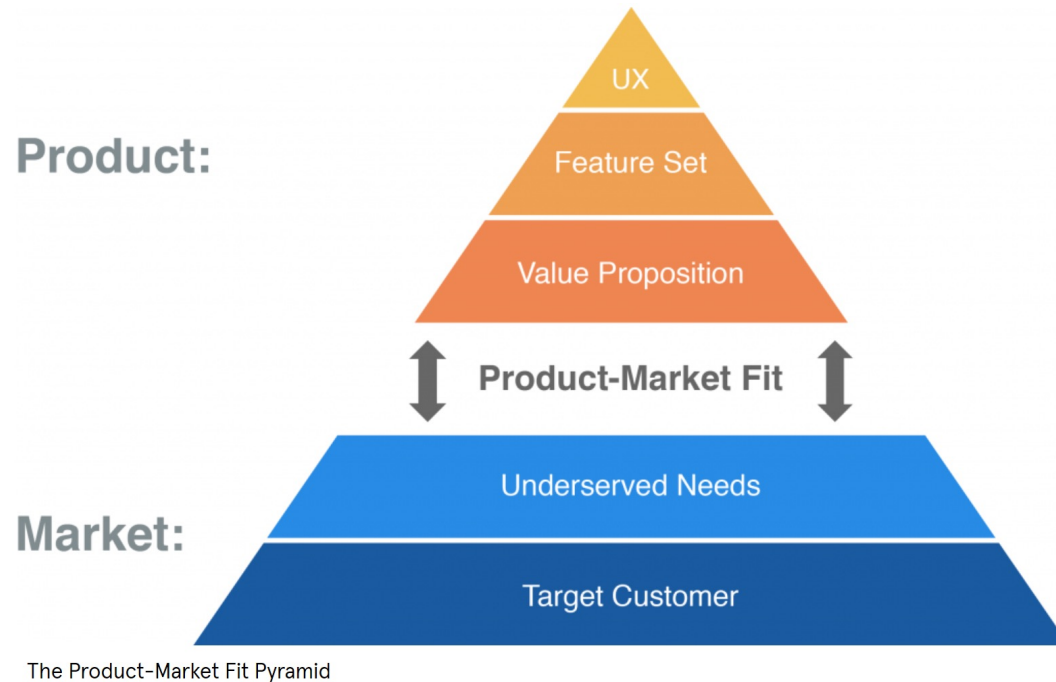
- Four essential freedoms of a Software
  - Run the program, for any purpose (*freedom 0*)
  - Study how the program works, and change it to make it do what you wish (*freedom 1*)
  - Redistribute copies of it (*freedom 2*)
  - Distribute copies of your modified versions to others (*freedom 3*)

Which of the above freedoms exist in Microsoft office?

## Topics – W08

- Startup Companies
  - What's the difference?
- Customer/ Agile Development
- The Lean Startup

# Example



Where should a start-up company start its process in the lean development? And why?

## Topics – W09

- Business Model Canvas
- Value Proposition Canvas
- Value Proposition Pyramid

We did an example on this.

## Topics – W10

- Why IT innovation need capital?
- Key Players in Capital

# Topics – W11

- Innovation ecosystems
- Why is Silicon Valley a successful innovation ecosystem?



## Topics – W12

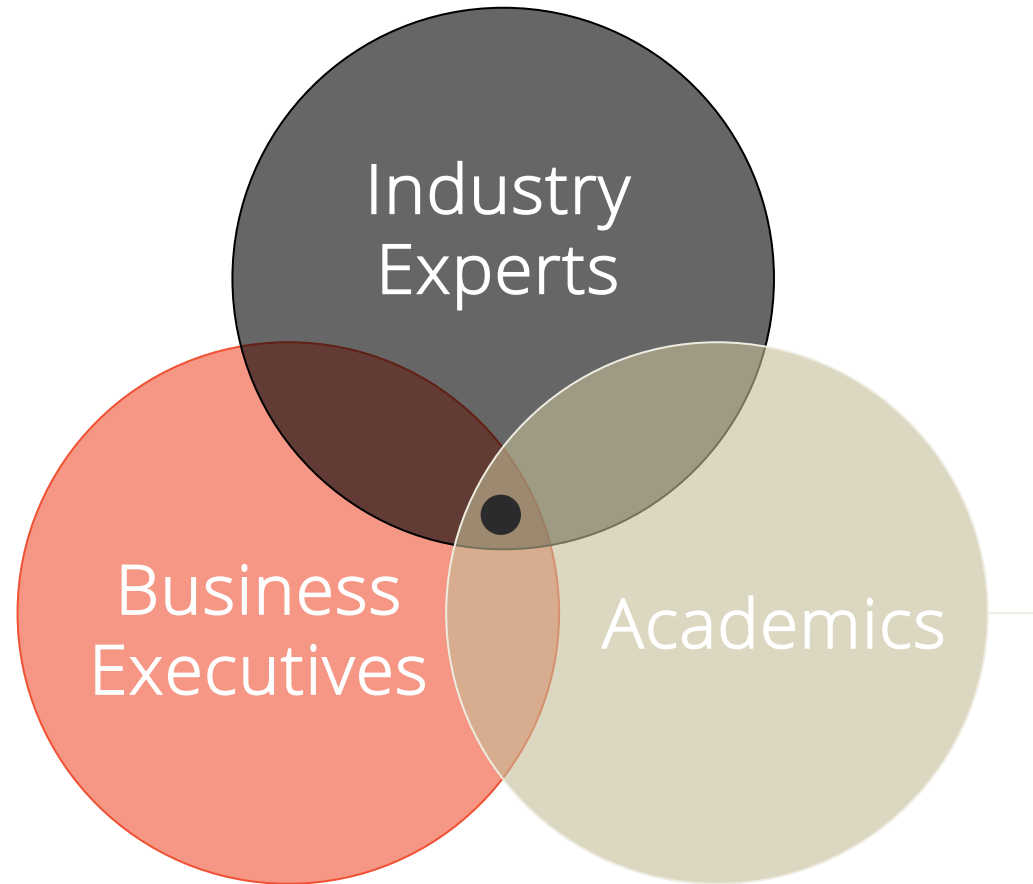
- Organisational Culture that Supports Innovation
  - What is the difference between traditional thinking?
- Organisational culture for a digital age
- Judging IT Innovations

## Example

How Amazon is a **customer-centric** organization?

## Example

### Judging Panel



How the above three aspects help judge a good IT innovation?