School: Arison School of Business B.A

Adoption processes of Digital Products

Lecturer:
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Course No.: 3397  Course Type: Workshop  Weekly Hours: 2  Credit: 2

Course Requirements:
Final Paper

Group Code: 221339700

Language:
English

Prerequisites:
Students who took one of the courses listed below will not be allowed to register to the course Adoption processes of Digital Products (3397):

2198 - Social Media Workshop

Course Description
A significant number of business initiatives in recent years have included innovations related to the connected social world in which we have lived for the past decade. This multidisciplinary domain of knowledge, used in Marketing, Computer Science, Psychology, and Sociology, is rather new, and in part has not yet been published. In this course, students will learn and discuss the most recent findings in the field of social influence, specifically social influence among consumers, and its impact on business, mostly from a Marketing perspective. We will map various types of social influence, discuss how and why consumers are influenced by others, and how trends develop and new markets are formed. We will examine different forms of social media, how information or new products spread on those networks, and learn about innovative business models used by companies to affect social influence among consumers. We will also discuss new technological trends and the impact of the connected world on innovation and technology. Course lessons will combine student presentations, class lectures, and guest speakers. All presentations will be available on Moodle.

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**Course Goals**

**Course Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Class</th>
<th>Assignment due</th>
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<tbody>
<tr>
<td>12.10.21</td>
<td>The focal point of disruptive innovation</td>
<td></td>
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<tr>
<td>19.10.21</td>
<td>The story of the turtle and rabbit in a</td>
<td></td>
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<tr>
<td>26.10.21</td>
<td>New trends in innovative technologies</td>
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Grading

All course assignments will be performed in teams of 4 students. Students are responsible for forming groups of four. Those who are left without a team after the second lesson will be randomly assigned.

First assignment: It's not a bug – it's a feature (15% of the final grade)

Each group will find a real-world business case of Function Follows Form.

This means a case in which a company generated a new form, perhaps by accident, and then found a function to fit that form, which led to the invention of a successful innovative product or service. Additional instructions will be given during the course.

Second assignment: Trend analysis (25% of the final grade)

Each group will be asked to choose one new trend. The selected trend must be approved by the TA. Each group will explain the relationship of the trend to each area (“circle”) studied in the course, and review the companies operating in this area and their relevant products, including milestones in technology and social trends. In addition, each group will predict how the trend will develop.

Each group will present their work in a 12-minute presentation and submit a 2-page written review that explains the content of the slides that are presented in class.
Third assignment: Final project (50% of the final grade)

Each group will invent a new idea and product or service (which does not exist today) and develop a marketing plan for it. The idea should refer to an existing, or potential bug in the trend you presented in the second assignment.

The presentation will include the following issues:

- Description of the existing trend and the problem that is addressed by the new idea.
- Description of the product or service you invented.
- Description of the target audience, value proposition, and business model.

- Explain how the idea is based on each of the areas studied in the course (“circles”) and how the combination of areas contributes to the uniqueness of the idea and creates a competitive edge in the market.

Here, too, each group will present the work in a 12-minute presentation and submit a 2-page written review should be prepared that explains the content of the slides that are presented in class.

Participation (10% of your final grade):

The workshop includes students’ presentations and guest lectures. Class attendance is therefore mandatory. Absence without approval will affect your final grade.

We look forward to your contributions to classroom discussions. Your grade for participation will be based on class attendance, contribution to group presentations, outstanding contribution to course discussions, or lack of contribution or behavior that interferes with the learning process in the course.

Reading List