

Final Assignment Instructions / Data-Driven Business

January 21st, 2019

Please answer **each of the following three questions**. Your answers should be 400-800 words (1-2 pages) for each question (10 points each). Please provide answers in essay format and give the essays suitable titles.

- 1) Please choose an industry that you are interested in that is undergoing 'digital transformation' at the moment. Provide examples of how companies in the industry collect/create new kinds of data and use algorithms or machine learning to run central business processes. Please discuss the ability of different frameworks covered during the course to capture these changes related to digitalization.
- 2) LinkedIn offers a very limited set of APIs for outside developers (see <https://docs.microsoft.com/en-us/linkedin/index>), providing user authentication (with LinkedIn account), and the ability to access learning contents, automate advertising, and link paid sales related tools to CRM systems. What are the benefits of the current API strategy and what benefits might accrue to LinkedIn/Microsoft should they open LinkedIn information and software functionality more broadly to outside developers? Should LinkedIn change its API strategy?
- 3) You are invited as a board member in a digital temporary work agency start-up that focuses on providing waiters for restaurants and events. Write a memo outlining and justifying your recommended business model and the related key strategic priorities for the management.

Please note that the assignment will be graded based on the following five criteria:

- **Answer the question.** The main evaluation criterion is your ability to answer the stated question. Please read the question carefully after writing your answer to make sure you actually addressed it.
- **Quality of writing.** Please read your answers before submitting them and make sure to remove all sentences and words that do not add value to your answer. Don't be overly verbose.
- **Connections to course materials.** Please whenever possible, connect your answers to the course contents (slides, classroom discussions, readings). You should use relevant concepts and frameworks to demonstrate learning. You can use footnotes if you want to.
- **Credibility of conclusion.** The student refers to external information sources, data, or solid reasoning to justify arguments and recommendations.
- **Novelty and innovativeness of analysis and recommendations.** Where appropriate, the student is able to suggest non-obvious advantages or solutions to the question.