

TU-E4310 Digital Business Management

Assignments

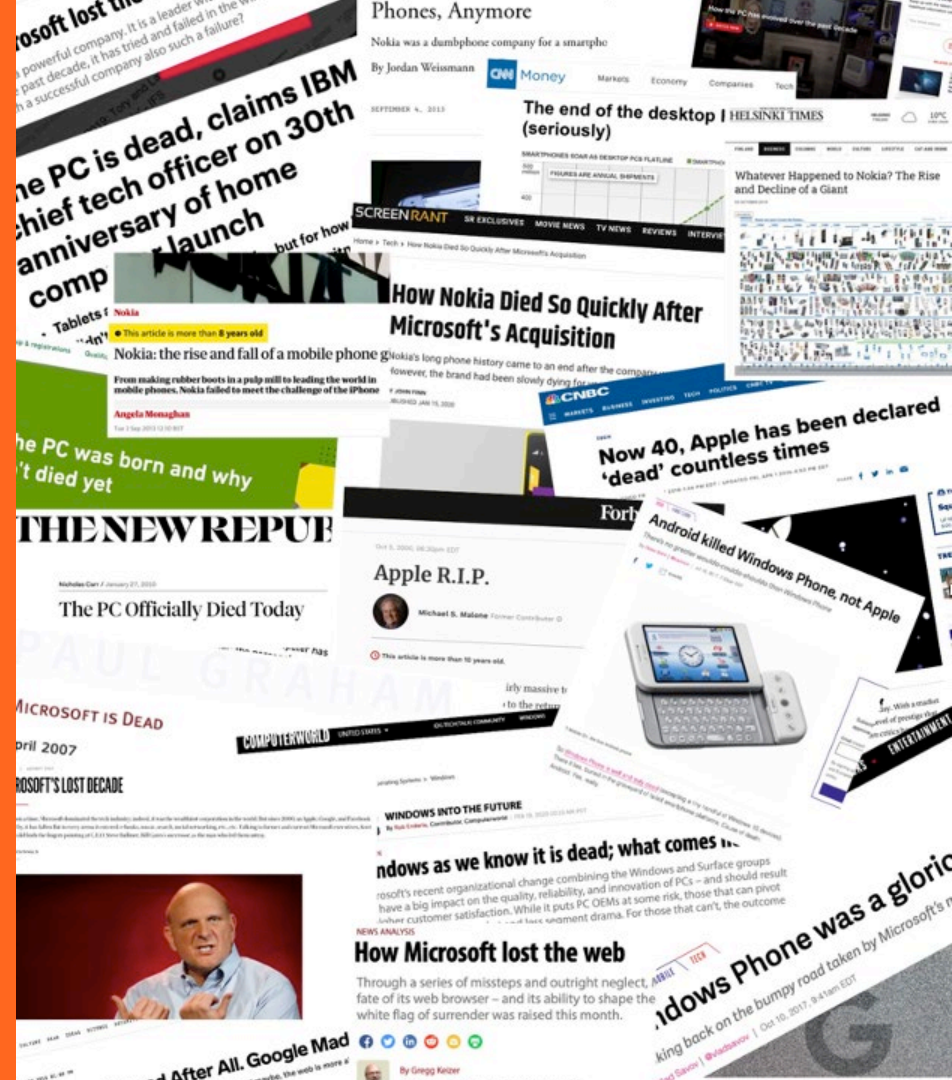


Aalto University
School of Science

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2.11.2023

Group Assignment: The Once and Future Kings of Personal Computing and Communication



Overall Description

In this assignment you are tasked with analyzing three (3) major disruptions in Digital Business (+ 4th viewpoint on future):

1. How Microsoft gained a dominant position in personal computers (and Apple failed)?
2. How Nokia gained a dominant position in mobile phones (and Microsoft and others failed)?
3. How Google and Apple gained a dominant position in smartphones (and Nokia and Microsoft failed)?
4. And last, to provide your own analysis for the best bet of what is the current or upcoming technological life cycle that a competitor could ride to replace the current kings of personal computing. What next?

Structure

- 50% of the overall grade
- **Groups (4-5 persons) formed in MyCourses;**
 - Initial 5 members may be expanded later, if needed
- **A reading package provided in MyCourses**
 - Seeking other information strongly encouraged
 - Statista.com!
- **INTERMEDIATE REPORT on Case Timelines, DL 21.11:**
 - Collect information on the **development of the case firms and the relevant technologies, markets, businesses, and industries** from the duration of the three disruptions described in the group assignment.
- **FINAL REPORT DL 18.12 (23:00)**
 - Evaluation is based on this.

Next?

1. Get into a Groups (→ Group Choice, MyCourses, DL 5.11)

- IMPORTANT: Being in a group → you're active on the course!

2. Get familiar with whole case assignment structure and contents

3. Get familiar with provided case material

- What readings could support which phase?
- What should be in the readings that I can use to analyse the case with the theories soon discussed by Olli Martikainen?
- What timelines should we be able to construct?
- Get familiar with provided case material

4. Start composing the reports

- Timeline report supports forming the final report

Two Phases of the Group Assignment

Total grade (scale: 0-5) based on course Assignments:

- **50 % : Individual Assignment**
 - DL 18.12 (See in Mycourses);
- **50 % : Group Assignment**
 - Case timelines/phase 1: **DL 21.11** (See in MyCourses);
 - Final version /phase 2: **DL 18.12** (See in MyCourses);

Individual Assignment



Individual Assignment

- 50% of your grade
- 7 questions
- Questions are still under the maintenance, will be published ASAP
- You can begin working on questions during the teaching; no need to wait DL.
- DL is **18.12. at 23:00**
- See MyCourses for contents
- Questions address lectures and online module materials