

Assignment 4 & 5 Individual Reflection and Professional Conduct BY: Vipin Kumar

POSTGRADUATE DIPLOMA IN BUSINESS APMG 8119: DIGITAL ENTERPRISE 2013



Scope of Presentation

- Reflection of personal learning from the course
- The outcomes of personal learning from assignment 1, 2 and 3
- Professional conduct



The purposes of the reflection

 Identify key learning and personal development obtained during the course

Look back on the competencies

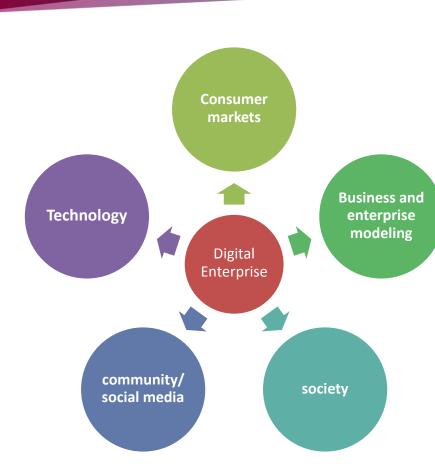
learned

 The way forward (future goals and strategies)





Course Aim



 To enhance capability to examine digital enterprises and contemporary issues

 To critically examine the proposition in order to strategically understand and develop the digital enterprises



- Understanding of Web based business environments (Real Virtuality), user motivations, and IHS
- Understanding of Consumer experience, business models, and entrepreneurial ideation
- Understanding of value creation in web based environment, Ubiquity, interactivity, and Role of technology



Assignment 1: Key findings and learning

Customer Experience : Apple

- E-commerce Websites and Co- creativity, an influence, purchase behavior and consumer experience
- Brand image and Brand network: "The promise, delivery and consumer experience"
- Marketplace an added advantage
- Improved interviewing Techniques





Assignment 2: Key findings and learning

Business model analysis: Briscoes Group

- NZ retail market, highly saturated and competitive.
- Business Value creation: Consumer Co-creations and interactivity is must. Market space consolidation.
- Business Opportunities: Operational efficiency and Regional dominance,
 Strategic partnerships a way forward
- Better understanding of Business Revenue and Expenses





Assignment 3: Key findings and learning

Group presentation and debate: GCSB Bill

- The need for GCSB National Security, Cyber security, International relations and Economic stability
- GCSB bill 2013, Caution Necessary
- Debate Tactics





Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Think Strategically & Innovatively	Look Beyond the obvious, Anticipate and Interpret	 Debate on GCSB required assessing information, anticipate opportunities and Prepare ahead of time 	 Assessed alternate approaches and created an in-group devil's advocate to predict opposition movement 	Information is the key
Be Commercially Astute	 Stay updated with markets movement and industry trends Keep in mind the latest Be mindful of the financial opportunities an risks associated 	 Briscoes group has been investing in market place and set backs has led to 10 stores getting closed in 2 years 	 Marketspace consolidation and brand alliance 	 NZ Retail sector trends Strategic expansion i.e. regional dominance



Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Act Decisively	 Identify the goal and form approaches Complete information may not always be available Wrong decision is better than none at all 	 Boundless information on GCSB, holiday break, and group members' work related commitments 	 Break down topic into individual research areas Set targets, reinforce deadlines, and timely follow-up 	 Effective Time Management Comprehensive understanding of GCSB Bill
Embrace Technology	 Technological advancement present new business opportunities e.g. Xerolive Investment in technologies adds significant value 	 Briscoes group has had limited concentration on marketplace 	 Strong emphasis on E-Commerce Investment in Marketing effort on Tablet an smart phone medium 	• Technology makes information travel faster and readily available, make use of it



Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Inspire With Vision	 Inspire and motivate, not dictate Communicating the vision is as important as having one 	 Apple Inc. has been established as the most innovative company and that runs by surprising and delighting customers, a shared vision 	 Apple must continue on the chosen path and stay innovative 	 Vision provides direction to thoughts and action Apple keeps things simple, makes better products, and stays ahead of the competition
Drive For Performance	 Act strategically and decisively Clear expectation setting and measurement of performance 	All assignments	 Be proactive and stay ahead of schedule Make informed plans and action them 	 Planning, organizing and monitoring essential like all businesses plans



Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Influence Others	 Active participation and Communicate Effectively Welcome opinions and be open for feedback Establish your expertise and stay willing to learn 	 All assignments, case studies, and class room discussion 	 Ensure 100% contribution to work and add value where possible Be part of the group and actively participate in discussions 	 Good influence helps in constructive discussion and avoiding conflict Helps goal attainment and task completion specially in group context
Be Customer Focused	 Don't make promises that can't be delivered Encourage co-creativity and interactivity 	 Apple Inc. customer experience model and Google case study of consumer experience 	 Both Google and Apple provide best in class service to their consumers 	 Design products/service keeping consumers in mind, not find consumers after creating them Harness your consumer base using web (information collection and co- creation)



Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Think Analytically	 Gather and analyze relevant information Identify potential causes responsible for events/actions Form and evaluate various views, and action 	Customer experience model, business model analysis and GCSB bill debate were all complex assignments	• Plan ahead of time, think over every point in detail	 Understanding of consumer experience stages various cyber and Privacy laws in relation to GCSB bill
Personal Development	 Application of empirical theories into digital businesses Better time management Various research methods and their usage/application 	Weekly Case studiesClass room discussionAssignments	 Read, understand and apply information available in journal articles 	 Understanding of society, social media, and digital enterprises Better understanding of implementing knowledge in E businesses



Digital Enterprise

 Apply the knowledge gained in my future endeavors

 Further research: Brand Management and Digital Marketing





Thank you