



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



Personal Learning reflection

- **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



Personal Learning reflection

Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Think Strategically & Innovatively	<ul style="list-style-type: none"> Look Beyond the obvious, Anticipate and Interpret 	<ul style="list-style-type: none"> Debate on GCSB required assessing information, anticipate opportunities and Prepare ahead of time 	<ul style="list-style-type: none"> Assessed alternate approaches and created an in-group devil's advocate to predict opposition movement 	<ul style="list-style-type: none"> Information is the key
Be Commercially Astute	<ul style="list-style-type: none"> Stay updated with markets movement and industry trends Keep in mind the latest Be mindful of the financial opportunities an risks associated 	<ul style="list-style-type: none"> Briscoes group has been investing in market place and set backs has led to 10 stores getting closed in 2 years 	<ul style="list-style-type: none"> Marketspace consolidation and brand alliance 	<ul style="list-style-type: none"> NZ Retail sector trends Strategic expansion i.e. regional dominance

Personal Learning reflection

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

Personal Learning reflection

Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Inspire With Vision	<ul style="list-style-type: none"> Inspire and motivate, not dictate Communicating the vision is as important as having one 	<ul style="list-style-type: none"> Apple Inc. has been established as the most innovative company and that runs by surprising and delighting customers, a shared vision 	<ul style="list-style-type: none"> Apple must continue on the chosen path and stay innovative 	<ul style="list-style-type: none"> Vision provides direction to thoughts and action Apple keeps things simple, makes better products, and stays ahead of the competition
Drive For Performance	<ul style="list-style-type: none"> Act strategically and decisively Clear expectation setting and measurement of performance 	<ul style="list-style-type: none"> All assignments 	<ul style="list-style-type: none"> Be proactive and stay ahead of schedule Make informed plans and action them 	<ul style="list-style-type: none"> Planning, organizing and monitoring essential like all businesses plans

Personal Learning reflection

Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Influence Others	<ul style="list-style-type: none"> • Active participation and Communicate Effectively • Welcome opinions and be open for feedback • Establish your expertise and stay willing to learn 	<ul style="list-style-type: none"> • All assignments, case studies, and class room discussion 	<ul style="list-style-type: none"> • Ensure 100% contribution to work and add value where possible • Be part of the group and actively participate in discussions 	<ul style="list-style-type: none"> • Good influence helps in constructive discussion and avoiding conflict • Helps goal attainment and task completion specially in group context
Be Customer Focused	<ul style="list-style-type: none"> • Don't make promises that can't be delivered • Encourage co-creativity and interactivity 	<ul style="list-style-type: none"> • Apple Inc. customer experience model and Google case study of consumer experience 	<ul style="list-style-type: none"> • Both Google and Apple provide best in class service to their consumers 	<ul style="list-style-type: none"> • Design products/service keeping consumers in mind, not find consumers after creating them • Harness your consumer base using web (information collection and co-creation)

Personal Learning reflection

Professional	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Think Analytically	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Plan ahead of time, think over every point in detail 	<ul style="list-style-type: none"> • Understanding of consumer experience stages • various cyber and Privacy laws in relation to GCSB bill
Personal Development	<ul style="list-style-type: none"> • Application of empirical theories into digital businesses • Better time management • Various research methods and their usage/application 	<ul style="list-style-type: none"> • Weekly Case studies • Class room discussion • Assignments 	<ul style="list-style-type: none"> • Read, understand and apply information available in journal articles 	<ul style="list-style-type: none"> • 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