COURSE SCHEDULE

Lecture 1, August 26, 2008
Course Overview – Definition of Emerging Technology
Video Presentation –
  Google and Emerging Technology – Charlie Rose Interview
  Technology as driver of change by Vinod Khosla, Kleiner, Perkins, Caufield & Byers
  Ideas come from everywhere by Marissa Mayer, Google
  Entrepreneurship Then and Now by Guy Kawasaki, Garage Technology Venture

Lecture 2, August 28, 2008
Disruptive Innovation
Video Presentation -
  The Innovator's Guide to Growth by Scott Anthony, Innosight
  Why is disruptive innovation often hard to master?
  What are the first steps towards initiating innovation?
References: Innovator's Dilemma by Clayton Christensen

Lecture 3, September 2, 2008
Disruptive Innovation and Culture
Video Presentation –
  CNN: The New Disruptors: The future of wireless web
  Innovation not instant perfection by Marissa Mayer, Google
  The Deep Dive – ABC Production on IDEO
References: The Art of Innovation: Lessons in Creativity from IDEO by Tom Kelley
Assignment 1: Essay on Disruptive Technology

Lecture 4, September 4, 2008
Enterprise and Web 2.0 discussion
Assignment 2: Creating Blog spot on Wordpress.com

Lecture 5, September 9, 2008
Enterprise and Web 2.0 discussion
Video Presentation -
  CNN: Should the media industry worry
  Beet.TV: Disney’s Rob Iger: Social Media is on the rise
  Beet.TV: CNN Launches Consumer Generated News Site
Assignment 3: The challenges of integrating Web 2.0 in an enterprise.

Lecture 6, September 11, 2008
Search Engine Optimization

Lecture 7, September 16, 2008
Presentation by Eric Persha at Bucketworks organized by Spreenkler.com. How does organization use
social media to test their products or product announcement? How do you learn to examine the
“pulse” after a product announcement?

Lecture 8, September 18, 2008
Search Engine Optimization Class Exercise
Assignment 4: SEO engine optimization. Choose Littlepixiegifts.com.au or Seenon.com
Lecture 9, September 23, 2008
No class: Biznet Networking Event.
Watch at home: “The Triumph of the Nerds: The Rise of Accidental Empires,”

Assignment 5: Write an essay on one of the following two topics
Build or Buy – lessons learnt from Chapter 2 of the DVD
Steal or Innovate – lessons learnt from Chapter 3 of the DVD

Lecture 10, September 25, 2008
Tech Crunch Presentation
Ubiquitous Computing

References:
Guide To Cloud Computing by Martin and Hoover -- Web Services -- InformationWeek
What cloud computing really means by Gruman and Knorr, InfoWorld, 2008-04

Lecture 11, September 30, 2008
Tech Crunch Presentation
Case Presentation and Discussion: Open Source Software Challenge

Lecture 12, October 2, 2008
Tech Crunch Presentation
Case Presentation and Discussion: BEA Systems – Application Infrastructure/Middleware

Lecture 13, October 7, 2008
Tech Crunch Presentation
Telecommunications: Cellular Telephony, VOIP
Reference: Chapter 6: Telecommunications, Business Data Networks and Telecommunications 7th edition by R. Panko

Lecture 14, October 9, 2008
Tech Crunch Presentation
TCP/IP Networking
Reference: Chapter 8: TCP/IP Internetworking, Business Data Networks and Telecommunications 7th edition by R. Panko
Video Presentation: http://www.warriorsofthe.net/movie.html

Lecture 15, October 14, 2008
Tech Crunch Presentation
Case Presentation and Discussion: Nokia: A Mobile Gatekeeper – Computing meets cellular phone

October 16, 2008
Fall Break

Lecture 16, October 21, 2008
Tech Crunch Presentation
Video Presentation: Mark McGuire – How to start a business? The story of Jellyfish.com

Lecture 17, October 23, 2008
Video Presentation: Yahoo 1995
Case Discussion Yahoo
Reference: Crossing the Chasm by Geoffrey Moore
Case Presentation and Discussion: Samsung Electronics – Conquering the wireless digital world

Lecture 18, October 28, 2008
Feasibility analysis of a new business venture.
Video Presentation: The Art of the Start – Guy Kawasaki, Garage Technology Venture

Lecture 19, October 30, 2008
Tech Crunch Presentation
Case Presentation and Discussion: Universal Music Group – the move to digital music

Lecture 20, November 4, 2008
Tech Crunch Presentation
Web 2.0 Integration: Mashup Creation

Lecture 21, November 6, 2008
Tech Crunch Presentation
Case Presentation and Discussion: Electronic Arts – Game Console Industry

Lecture 22, November 11, 2008
Alice Animation 1: Logic
Technology Exercise: Bunny Hop

Lecture 23, November 13, 2008
Alice Animation 2: Instances and methods.
Assignment 6: Aircraft Animation

Lecture 24, November 18, 2008
Presentation by Blagica Bottiglierio: Web 2.0 and Social Media

Lecture 25, November 20, 2008
Emerging UML 2.0: Dynamic Modeling of Information Systems Model.
State Diagram, Activity Diagram, Sequence/Interaction Collaboration Diagram
Case Discussion using examples from Executable Systems Design with UML 2.0

Lecture 26, November 25, 2008
Group Discussion

November 27, 2008
Thanksgiving Break

Lecture 27, December 2, 2008
Presentation

Lecture 28, December 4, 2008
Presentation and Course Summary