

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:

Mark Weiser. The Computer for the 21st Century. Scientific American, p. 94-100, September 1991.

An Introduction to RFID Technology, Pervasive Computing, p. 25-33, Jan-Mar 2006.

Designing Mobile and Ubiquitous Computing Applications, Pervasive Computing, p 67-73, Oct-Dec 2005.

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.

Reference: How to write a business plan – William Sahlman, Harvard Business Review 75 (4), July/August 1997, p. 98.

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