Course program and reading list

Semester 1 Year 2024

School: Arison School of Business B.A

Adoption processes of Digital Products

Lecturer:

Prof. Jacob Goldenberg   jgoldenberg@runi.ac.il

Teaching Assistant:

Mr. Eliezer Glass   eliezer.glass@post.runi.ac.il

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Course No.:	Course Type :	Weekly Hours :	Credit:
3397	Workshop	2	2

Course Requirements :	Group Code :	Language:
Final Paper	241339700	English

Prerequisites

Prerequisite:

2338 – Digital Innovation

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◎ Course Description

Course Overview:

A significant number of business initiatives in recent years have included innovations related to the connected social world in which we have lived for the past decade. This multidisciplinary domain of knowledge, used in Marketing, Computer Science, Psychology, and Sociology, is rather new, and in part has not yet been published. In this course, students will learn and discuss the most recent findings in the field of Data and social

based innovation, social influence, specifically social influence among consumers, and its impact on business, mostly from a Marketing perspective. We will map various types of social influence, discuss how and why consumers are influenced by others, and how trends develop and new markets are formed. We will examine different forms of social media innovations, how information or new products spread on those networks, and learn about innovative business models used by companies to affect social influence among consumers. We will also discuss new technological trends and the impact of the connected world on innovation and technology. The focus will be on radical innovations.

Course lessons will combine student presentations, class lectures, and guest speakers. All presentations will be available on Moodle.

Course Goals

- **Comprehensive Understanding of Social Influence:** Equip students with a deep understanding of the mechanisms behind social influence, especially among consumers, and its implications in today's business landscape
- .**Mastery of Data-Driven Decisions in Business:** Educate students on how recent findings in data and social-based innovation can drive business strategies, particularly in marketing, and shape the consumer landscape.
- **Insight into Innovative Business Models:** Provide students with knowledge on emerging business models that leverage the connected world, enabling them to identify and capitalize on opportunities that harness social influence.
- **Awareness of Radical Innovations:** Instill a keen sense of technological trends, emphasizing radical innovations, and their potential to reshape industries, alter consumer behaviors, and create new market opportunities.

Grading

Assignments and grading:

Some course assignments will be performed in teams. Students are responsible for forming the groups. Those who are left without a team after the second class will be randomly assigned.
All assignments in the course will be submitted to the TA by email: *Elushglass@gmail.com*

First assignment: It is not a bug; it is a feature (30% of the final grade, two students in a team)
Each pair will find a real-world business case of Function Follows Form.

This means a case in which a company generated a new *form*, perhaps by accident,

and then found a *function* to fit that *form*, which led to the invention of a successful innovative product or service. The summary will be one page long, and include sources. It

is recommended to use GPT, but remember that at this stage GPT is an excellent liar and have to be validated. Additional instructions will be given during the course.

Second assignment: analyzing an AI based revolutionary app (4 students – 55% of the final grade)

Each group will identify an AI based new application. The selected app must be approved by the TA. Each group will identify relevant motives that are studied in the course, and how they manifest themselves in this context. In addition: 1) review the companies operating in this area and their relevant products, including milestones in technology and social trends. 2) predict how the app will grow and whether it will be a success or a failure in few years. Finally, invent a new idea for the app, this can be a new feature, new market and be in a form of either a product or a service.
Part of the final project will include developing ideas utilizing GPT technology.

Each group will present their work in a 12-minute presentation and submit a 2-page written review that explains the content of the slides that are presented in class focusing on explaining the original selected app, and the value the innovation adds to it.

– Explain how the idea is based on each of the areas studied in the course ("circles") and how the combination of areas contributes to the uniqueness of the idea and creates a competitive edge in the market.

After the presentation, submit the presentation as well as a 2-page (max) written summary that explains the content of the slides that are presented in class. In the written summary one contradiction should be defined for the app. There is no need to solve this contradiction however in case of a successful solution 3 points will be awarded to the group.

Participation (15% of your final grade):

The workshop includes students' presentations and guest lectures. Class attendance is therefore mandatory. Absence without approval will affect your final grade.

We look forward to your contributions to classroom discussions. Your grade for participation will be based on class attendance, contribution to group presentations, outstanding contribution to course discussions, or lack of contribution or behavior that interferes with the learning process in the course.

📘 Learning Outcomes

By the end of the course, students should be able to:

- Understand and discuss the most recent discoveries in the domain of Data and social-based innovation.
- Map and differentiate between various forms of social influence.
- Understand how trends emerge, and new markets get established.
- Analyze different forms of social media innovations and their propagation mechanisms.
- Recognize and evaluate innovative business models targeting social influence.
- Reflect on the contemporary technological trends and their effect on innovation in the digital age

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📖 Lecturer Office Hours

Professor: Jacob Goldenberg (Yanco)

E-mail: *jgoldenberg@runi.ac.il*

Tutor Office Hours

Tutor Office Hours:

Eliezer Glass (Elush)
Meeting: by appointment upon request
E-Mail: Elushglass@gmail.com

🕐 Teaching Assistant

Link to the Google Sheet containing group assignments:
Click Here

💬 Additional Notes

Course Schedule:

Date	Class	Assignment due

17/12/23	The focal point of disruptive innovation. The story of the turtle and rabbit in a technological prism	
24/12/23	Innovation using GPT	
31/12/23	New trends in innovative technologies	
07/01/24	It's not a bug – it's a feature	
14/01/24	Understating networks: Three types of centrality, clustering, diameter of a network	
21/01/24	Innovation in times of crisis Contradiction – a blessing in disguise	
28/01/24	Information dissemination on social networks and social media platforms	
04/02/24	Novel combination of existing concepts. A class with VR	
11/02/24	Guest Lecture: Elush Glass and Additional Guest Speaker	
18/02/24	Resistance to innovation, the leapfrogging laggards, the chasm, and the saddle	

Reading List

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