הפקולטה לניהול ע"ש קולר אוניברסיטת תל אביב

Coller School of Management Tel Aviv University

The Leon Recanati Graduate School of Business Administration

MBA

Digital Apps: from vision to execution - 1264.3227.01

Prerequisites: Marketing; Strategy

Second Semester – 2016/17

Course Section Details

Section	Day	Hour	Class room	Lecturer	Email	Telephone
01	Sunday	15:45-18:30	308 DanDavid	Uri Admon	uri.admon@gmail.com	+972-544813000

The course will take place on the first half of the semester: March 19, 26 ; April 2,9,23,30 and May 7.

Teaching Assistant (TA): Amir Gilboa; +972-522303066; gilredbox@gmail.com
Office Hours: By appointment

Course Units

1 course unit = 4 ECTS units
The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

Course Description

The course focuses on Digital Products (content and Apps) in the online world. Throughout the course we'll explore the critical theoretical and practical aspects of these products' characterization, design, marketing and delivery.

During the course we will introduce and analyze a variety of online platforms, services, products, marketing, distribution and pricing channels. We will explain and practice product characterization, applying the methodology to the digital arena. Finally, we'll do a product characterization project, performed in small groups and thereafter, the work will be presented and discussed in the class.

Digital products (also known as digital intangible goods) have become a central element in our lives. Movies, songs, games, blogs, forums, and broad range of applications are

consumed and presented today over multiple screens. The Mobile was a game-changer in this respect. It has created a new way to experience reality, a revolution that started the day Sony had launched their yellow Walkman and allowed us to take our music with us anywhere. The Mobile with its Hi-res screen, camera, network connection and GPS, has created a new important window, through which we observe and interact with the world around us.

Eric Schmidt, the former CEO of Google has said: “Youth today are either online or asleep”. We photograph, play, read e-mail, write posts, update statuses, tag, map, upload, share, tweet, locate, listen to music, watch movies, purchase, give grades and also speak with our mobile device, each day. Through about six billion mobile devices, two billion PCs, mankind connects to what was once called "Cyber Space", making the "digital reality" part of its daily life.

Course Objectives

Upon completion of the course, the student will be able to:
1. Have a broad view of the variety of digital, online and mobile Platforms.
2. Define and analyze Leading App-type analysis (social, gaming, gambling, productivity, ..)
3. Understand the different distribution models and channels
4. Set up a Digital App characterization.
5. Set up Go-To-Market, marketing and pricing strategies to a Digital App

Assessment and Grade Distribution

Percentage	Assignment	Date	Group Size/Comments
20%	Weekly Exercises		
40%	Product Characterization	submitted in the last lesson	3-4 members
40%	Final Presentation of the New Service	submitted in the last lesson	3-4 members

- According to University regulations, participation in all classes of a course is mandatory (Article 5.(
- Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer. (Students remain financially liable for the course even if they are removed.)

Course Assignments

1. Personal assignment : Analysis of basic concepts of the Digital Products world – Weekly submission assignment
2. Team assignment: A Digital Product characterization. The work will require the teams to cover various aspect of a Digital product, including: analysis of the relevant arena, competitors, target audience; definition of the user experience, , definition of the business model , commercial model and Go-To-Market plan
3. Presentation of the Digital Product characterization work in class

Should a student become unable to complete an assignment or course requirement, s/he must notify the TA of the course in advance via email

Grading Policy

In the 2008/9 academic year the Faculty instituted a grading policy for all graduate level courses that aims to maintain a certain level of the final course grade. Accordingly, this policy will be applied to this course's final grades .
Additional information regarding this policy can be found on the Faculty website .

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers and the university.

Course Site (Moodle)

The course site will be the primary tool to communicate messages and material to students. You should check the course site regularly for information on classes, assignments and exams, at the end of the course as well. Course material will be available on the course site. Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

Course Outline

- During the first part of the course, we will cover the theory aspects and have discussions , analyzing some of the leading products, services and blogs.

  This part will include (1) Platforms overview; (2) PC vs. Mobile analysis; (3) Usability vs. entertainment (4); Leading App-type analysis (social, gaming, gambling, productivity, ..) (5) Distribution models and channels; (6) Product management; (7) Go-To-Market, marketing and pricing strategies

- During the second part, we will work in small groups to create a product characterization project. The characterization will be submitted as the course final assignment ; It will also be presented to the class by the team, in a product presentations marathon.

Required Reading

Textbooks

- Thinking Fast and Slow - Daniel Kahneman 2011
  Kahneman exposes the extraordinary capabilities—and also the faults and biases—of fast thinking, and reveals the pervasive influence of intuitive impressions on our thoughts and behavior
  http://www.amazon.com/Thinking-Fast-Slow-Daniel-Kahneman/dp/0374275637
- Do More Faster – Brad Feld, David Cohen 2010
  Practical advice from some of today's top early-stage investors and entrepreneurs
  http://www.amazon.com/s/ref=nb_sb_ss_i_0_8/180-0328155-8215370?url=search-alias%3Dstripbooks&field-keywords=do+more+faster&sprefix=do+more+
- The Singularity is Near, Ray Kurzweil 2005
  The great inventor and futurist Ray Kurzweil is one of the best-known and most controversial advocates of the role of machines in the future of humanity. In his thrilling foray into the future, he envisions an event – the "singularity" – in which technological change becomes so rapid and so profound that our bodies and brains will merge with our machines.
  http://www.singularity.com/

Recommended Reading

Blogs + Websites

- Techcrunch.com; Gigaom.com; Mashable.com; Quora.com; Wired.com; Etsy.com; Twitter.com