

Self-assessment questions for session 6

The following are the self-assessment questions for the sixth and final session of the course. They are for private study and are not part of a formal assessment.

You should attempt to answer all of the questions. There are no right and wrong answers; the objective is to get you to think about the issues rather than to provide a definitive solution.

1 Globalization

At the start of the course, we discussed how far IT has changed since the first computer was created in the early 1950s. Alongside this developing technology, there has been a steady stream of predictions that it would bring about changes in society.

Is globalization the result of technological change or the logical outcome of a market driven economy?

2 Ecosystems and Keystones

Ecosystems and Keystones are the latest in a family of strategies that aim at being "super strategies" in the sense that they will not simply give a company a competitive advantage but 'redefine the market' in such a way that they will a company to 're-write the rule book'.

To what extent do you believe this to be possible? Are these strategies really new? Is it in the nature of markets to be 'beyond competition'?

3 Models and frameworks

The models and frameworks presented in this course were there to give you some 'tools' to help you build an understanding of the relationship between IS / IT and business strategy that could be applied in any situation.

A 'historical' framework - past, present and future - was implicit in much of what you have seen. To what extent do you believe that models and frameworks created in one era can be used to predict what will happen in the next?

4 Social and Ethical Dimensions

One of the aims of the World Med MBA is to allow you to make informed decisions in a responsible manner, encompassing ethical, social, environmental dimensions - to become responsible leaders and entrepreneurs.

To what extent do social and ethical considerations have a place in the strategic decisions? Do responsible business leaders serve society best by ensuring that the market operates efficiently or by taking ethical decisions based on a moral stance?

5 The Case Studies

Look at the Li and Fung case study and answer questions 1 to 4. Do the issues raised by the IBS 'Internet Censorship' case study have *any* relevance to Li and Fung?