

From Lockdown Screens to Malaysia

Published 3/26/2021 by [Ashley Ribbel](#)

by **Rania Nafea, School of Human Resource and Global Business**

in the **March 2021 issue**

Teaching a course on innovation as part of the Honours Bachelor of Commerce program is a constant challenge. Theories on creative destruction, global megatrends, and disruptive innovation are challenging to put into practice when you're sitting in front of a computer, unable to experience the world around you. Yet, this winter, my students were able to embark on a novel learning endeavor with a small cohort of MBA students in Malaysia, who were also in lockdown themselves. Dr. Karling Lee, Associate Professor at INTI University in Malaysia, and I felt that it would be a great learning journey for both sides.

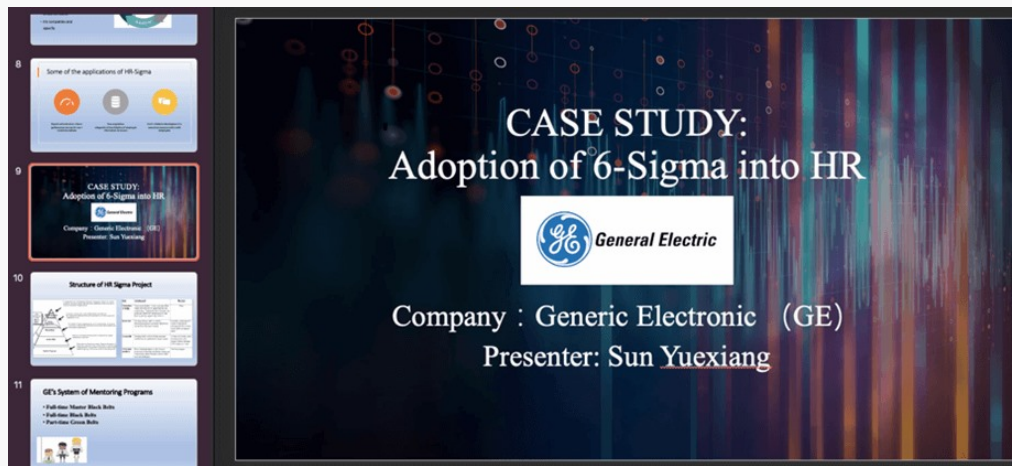
Accordingly, we designed a two-week collaboration initiative. To avert any confusion, we presented students with a detailed instruction sheet, elaborate rubric, and comprehensive slide deck to be used as a guide for their presentations. Yet, we gave them the freedom to choose their preferred topics and colleagues. Groups were formed between Seneca and INTI students to examine the following theme: Innovations used by Small- and Medium-sized Businesses. Students were tasked with researching the topic according to the guidelines and providing case studies to support their innovations.

The results were terrific!! Topics such as business model canvas, website flipping, green human resource management, and the infinite game mindset were prepared with detail and professionalism. Not only did students excel in collaborating with one another, but also recorded presentations with the utmost creativity using Spark, PowerPoint, and Prezi.

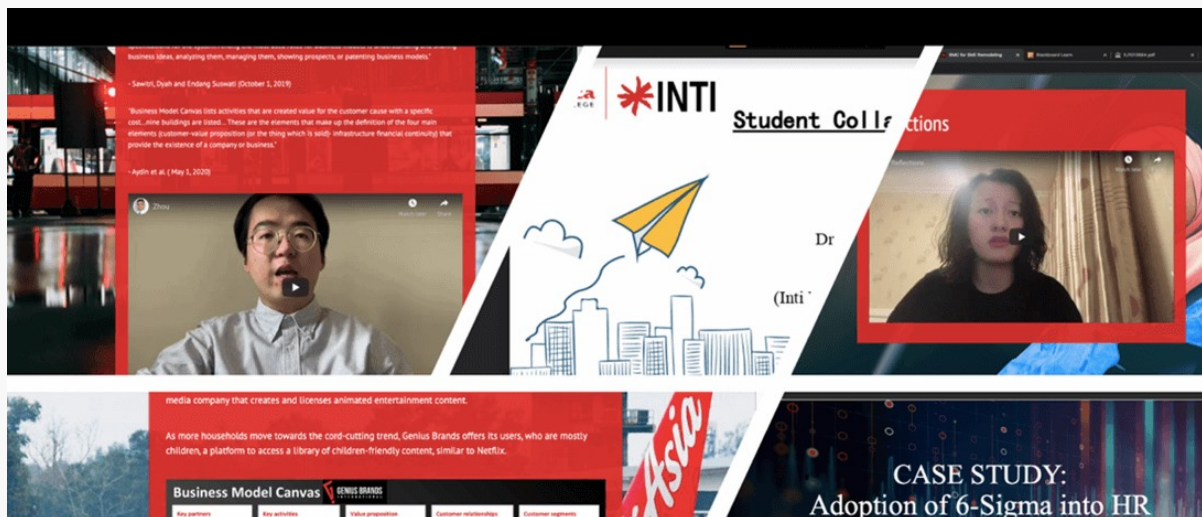




Students were left to manage the collaboration process on their own, despite the 13-hour time zone difference. To document the experience, students have been tasked with compiling a blog to address their thoughts.



Despite everyone's frustration and feelings of isolation, collaborating across cultures was a joyful experience as students connected with one another for two weeks. They were thrilled as we commented on each other's workplace pictures on Blackboard Collaborate Ultra, as well as Savio's haircut, and the antiquated wedding picture that was visible on the wall behind me. For the first time in a while, students felt that they were not alone!



General Electric

Company : Generic Electronic (GE)
Presenter: Sun Yuexiang

Content assets Internal Service resources Amazon Web Services Facebook, Twitter and individuals Content, Resources Price and User feedback Influencers IP holders Regulators (SEC, FTC) Investors	Tech & development Content formatting and automation Content structure Marketing Analytics	Content strategy On demand Ability to target specific niche pricing High speed connection Revenue Personalization Localization	Self service (app) User account Ability to target specific niche pricing Recommendation system Targeting	Micro segmentation 2000+ niche clusters User segmentation Usage parameters Technology Viewing behavior Booking behavior
Cost structure Brand Acquisition Content Algorithms & data Staff, actors, filmmakers	Key resources Brand Acquisition Content Algorithms & data Staff, actors, filmmakers	Channels Desktop, tablet, mobile App stores Support channels Social media Mobile carriers High bandwidth	Revenue Subscription fees (1 plan) Operational streaming US advertising US 50%	Other, minor revenues

View the [March 2021 issue of the Academic Newsletter](#).

March 2021 issue

tags : faculty-reflections, march-2021, seneca-international