Virtual Enterprise (Create Your Own Company)

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(Create Your Own Company)

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ICMIR2017
Instructions

- Operations management knowledge, entrepreneurship spirit, and teamwork ability are critical in order to be competitive in all business careers.

- This project will help you make your dream come true someday via building up a virtual enterprise (VE).

- Design a virtual company to offer a new service and/or produce a new product to the potential customers, as well as make scientific business decisions.

- Draw on everything you’ve learned, experience business process in managing a virtual company.
Necessary Skills

- Traditional teaching programs often neglect to develop students’ business and social identities.

- With the shift in the available jobs moving beyond manufacturing to service, non-profit organizations, and other non-academic settings, understanding the skills necessary to compete and succeed in these settings is critical.

- You need to become familiar with fundamental knowledge of design of goods and services, product development and marketing concept in an enterprise.
Strategic Goals

- Define your real employment value in terms of your scientific, business, and social identities;
- Learn the many career paths where the bachelor degree can be an advantage;
- Understand the essentials of strategic project management and how to apply your business and social skills to be a contributing project team member;
- Realize the business processes and how your own experiences enhance your qualifications;
- Empathize how business processes follow the principles of the scientific method...
Video Series Links

1. https://www.youtube.com/watch?v=mO4mK8kSGT4
2. https://www.youtube.com/watch?v=TA6KckjGLSU
3. https://www.youtube.com/watch?v=m32yNHVfk5Y
4. https://www.youtube.com/watch?v=RPKFzW5n6DM
5. https://www.youtube.com/watch?v=rQ7ZU6L0nbU
6. https://www.youtube.com/watch?v=OeoIEkQ6ibQ
7. https://www.youtube.com/watch?v=LooMvA7-xGE
8. https://www.youtube.com/watch?v=oIYeo-GACw
9. https://www.youtube.com/watch?v=HOLTcng5p-Q
Video Series Links (cont.)

10. https://www.youtube.com/watch?v=UmK49 dbsSWE
11. https://www.youtube.com/watch?v=7e3IXfc0LUs
12. https://www.youtube.com/watch?v=y3GeJ-MvM_A
13. https://youtu.be/UHm7ucGfLkM
17. https://youtu.be/iPfYcyBV5Ig
1. Finding a Lower-Risk Path to High-Impact Innovations

2. Keep Calm and Manage Disruption

3. Spurring Innovation through Competitions

http://cl.bsf01.com/ViewInBrowser.aspx?pubids=433%7c818769%7c615257%7c43878&digest=yNrvs03c%2bL8G4l%2fk4v30GQ&sysid=1
How will your company achieve the types of innovation necessary for continued growth and success? Open access to these three *MIT Sloan Management Review* articles about strategies for achieving innovation is provided courtesy of PwC.
Feedback

- **Great idea** you had for the project this semester.

- There are no suggestions for the potential titles of the final project for the future because everything is well formatted and explained. This is an **interesting project** because it allows students to **think out of the box** and **brainstorm at a higher level** in order to think of something unique for virtual enterprise.

- I think that virtual enterprise is good as it **reflects the actual project**.
Feedback (cont.)

- This was probably my favorite project of the semester. I liked the freedom of being allowed to create whatever business idea our group wanted. I don’t recommend changing the final project.

- I think this is a very good project for this class because it combines concepts from throughout the course. I do not feel any changes should be made.

- No suggestions, this project was very straightforward and ties well with what we learned throughout the semester in operations management.
Questions?

- Don’t be afraid to ask!!!

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