

# Unit 3: The Business Disruptor

## *Syllabus*

### OVERVIEW & PURPOSE

In this unit students will be introduced to the topic the Business Disruptor. Students should obtain a working knowledge of what a Business Disruptor is, and what they do. Students will understand how a Business Disruptor innovates and creates a new market and value network and eventually disrupts that existing market and value network. Finally, students should know that Business Disruptors swallow their predecessors, rather than compete with them.

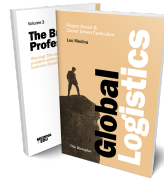


### COURSE LEARNING OBJECTIVES

1. Understand the basic concepts of a Business Disruptor.
2. Understand the outcome of Business Disruptors in the market.

### MATERIALS NEEDED

- Computer
- Internet Access
- Text Book



### DESCRIPTION OF ACTIVITIES

For each module please expect the following activities:

- Read through the lesson/session contents (including articles) and watch videos
- Stimulating Discussion
- Take a short quiz on the material presented
- Complete a written assignment with open-ended responses
- CEO Today Project
- Group Project Presentation

# Unit 3: The Business Disruptor

## FOUR WEEK LESSON OUTLINE

### Week 1: Theory & Stimulating Discussion

- 3.1 An Early Rupture for the Disruptor
- 3.2 Taking Advantage of Mass Screentime
- 3.3 Netflix
- 3.4 Impact of Netflix - Streaming Services
- 3.5 Coco Chanel
- 3.6 The Disruptor in You

### Week 2: Case Study Research, Data Mining & Research Essay

- Research and investigate question
- Write Research essay
- Case Study : Netflix as the “Game Changer”

### Week 3: Collaborative Project Idea, Creation & Development and Problem Solving

- Project 1: CEO Today

### Week 4: Project Presentation

- Group presentations before classmates