

a graduate course taught in Munich, Germany, and Berkeley, California by the joint efforts of :



## Readings (page 1 of 2)

### Texts:

There is no assigned text, as such, for this course. We will indicate useful readings in class and include information and links in this section.

### **General background**



Brigham & Houston, *Fundamentals of Financial Management* (10th ed., South-western)



G. Elliott & N. Phillips, *Mobile Commerce and Wireless Computing Systems* (Pearson/Addison-Wesley, 2004)

### **Specific useful references**

WASP - Wireless application service providers

[FAQs](http://www.vodacom4me.co.za/wasp/index_qa.html) from Vodacom (South Africa) ([http://www.vodacom4me.co.za/wasp/index\\_qa.html](http://www.vodacom4me.co.za/wasp/index_qa.html))

WASP Handbook ([http://www.vodacom4me.co.za/wasp/index\\_handbook.html](http://www.vodacom4me.co.za/wasp/index_handbook.html))

## MODULE TWO AND THREE

### Readings for 10/19:

#### A) INTRODUCTION:

Leading thought: Get an overview of the developments regarding digital convergence

Selected parts: **“E-conmics – Strategies for the digital marketplace”** (Zerdick et al. (2000)) (38-42 top; 52-53; 81-90; 94-101; 130-135; 162 – 176; optional: 214-229)

**“New Digital Media and Devices”** (Hess/ Rawolle (2000))

#### B) MOBILE MARKET DEVELOPMENT:

Leading thought: Get to know the developments in the mobile market since it will be our challenge to integrate mobile with “old” print and web-media

**Durlacher Mobile Commerce Report** (old, but still giving a good overview)

**Music and mobile phones: Ringing the changes**, Apr 15th 2004, From The Economist print edition (surprising developments!)

**Global M-Payment Report** (Arthur D. Little (2004))

#### C) MOBILE PUBLISHING

Leading thought: Introduction into the challenges of integrating mobile and print

**“Mobile Publishing in Print Media Companies”** (CDTM, Antje Seider 2004), chapter 1

Draft of a **“Generic Mobile Publishing Framework”** (.ppt)

## Readings (page 2 of 2)

### Readings for 10/21:

Leading question: How does the technology look like, that makes the integration of mobile, web and print possible?

1. **“Exploiting the Power of Product Platforms for the Media Industry”** (Koehler/Anding/Hess (2003))
2. **“Mobile Publishing in Print Media Companies”** (CDTM, Antje Seider 2004), chapter 2 and 4.
3. **“Trends and determinants of managing virtual R&D teams”** (Gassmann/ von Zedtwitz (2003)) (as a reminder of the challenges a Berkeley-Munich team will face)

### Readings for 10/26:

Leading thought: Become aware of the advantages of visualizing ideas and concepts in mock-ups:

1. **“The Usability Engineering Lifecycle”** with Mock-up Example “Interaktiv”

### Readings for 10/28:

Leading Question: Benchmark your own ideas you prepared as hand-ins for session 3 with the case studies presented in this paper:

1. **“Mobile Publishing in Print Media Companies”** (CDTM, Antje Seider 2004), chapter 5 – 7

### Readings for 10/28:

1. Preparation of **Case Study Boston.com**

### Readings for 11/2:

Leading thought: Learn about blogging and think about the (commercial?) opportunities for media companies of integrating the reader (user) into the production of content:

1. **“Weblogs Bring Journalists into a Larger Community”** (Paul Grabowicz in Nieman Reports (2004)).
2. **“Blogs and journalism need each other”** (J.D. Lasica in Nieman Reports (2004))
3. **“How blogging benefits media organizations”** (J.D. Lasica in Nieman Reports (2004))

### Readings for 11/4:

Leading thought: The product platform you were introduced to in Session 6 can be understood as a Toolkit provided by an IT company to a media company (user)

1. **“Shifting Innovation to Users via Toolkits”** (Hippel/Katz (2002))

### Readings for 11/9:

Preparation of **Case Study: The Wallstreet Journal**