

Modules of Virtual Organizations

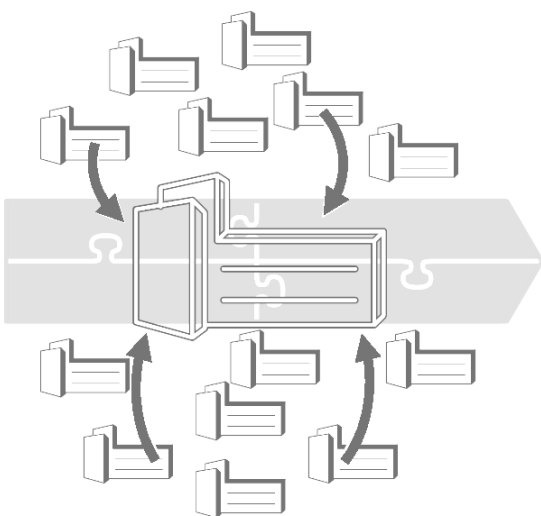
Seminar at the International School of New Media – University of Luebeck
Dr. Oliver Bohl (April-May 2007)

Modules of Virtual Organizations

Seminar at the International School of New Media
University of Luebeck

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April/May 2007



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FIRST PART INTRODUCTION TO VIRTUAL ORGANIZATIONS

Tue, 10. April 2007

09.30-11.00

- Introduction: Aims, Content, and Structure of this course/seminar
- Get to know each other – Existing knowledge on eBusiness & Virtual Organizations
- **LECTURE 1: eBusiness and Changing Markets**
 - Market Conditions & Conditions of Organizational Change
 - The Digital Firm, eBusiness, eCommerce
 - Case Studies on eCommerce & Networked Economies

11.15-12.45

- **LECTURE 2: Collaborative Commerce**
 - Case Study on Collaborative Commerce
 - Competitive Forces and Strategies
 - Cooperation: Motives, Economies of Scale, Economies of Scope
 - Collaborative Commerce & Networked Economies, Cooperation
 - Types of Cooperations
 - Forms and Importance of Sourcing
 - Different Forms of Cooperative Organization

14.15-15.45

- **LECTURE 3: Virtual Organizations (VOs)**
 - Case Study: Winfoline
 - The concept of Virtuality
 - Evolution and Driving Forces of VOs
 - Definition and Forms of VOs
 - Characteristics of VOs
 - VOs vs. VEs
 - Definition of VEs

16.00-17.30

- **Assignment and Group Work**
 - Aspects of Effective Communications in VO/VEs
 - Community Building in VO/VEs
 - Human Aspects
 - Core Competencies

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Wed, 11. April 2007

09.30-11.00

- **Group Work**

11.15-12.45

- **LECTURE 4: Virtual Enterprises (VEs)**
 - Examples of VEs
 - Driving Forces
 - What VEs are good for ...
 - Benefits & Chances vs. Problem Areas
 - Key characteristics
 - Strength/weaknesses of VOs
 - Opportunities & Risks of VOs
 - Case Studies on Virtual Enterprises

14.15-16.15

- **Presentation of the central Outcomes & Discussion (15 + 15)**
 - Aspects of Effective Communications in VO/VEs
 - Mobile and Ubiquitous Computing
 - Web2.0 & Social Software
 - Groupware & Intranets
 - Community Building in VO/Ves
 - Virtual Teams & Collaboration
 - Corporate Identity
 - Personal Networking & Social Networks
 - Human Aspects
 - Culture/ Cultural Diversity
 - Privacy & Security
 - Private Everyday Life
 - Trust
 - Managing Core Competencies and Knowledge in VOs
 - Core Competencies
 - How-to-Knowledge
 - Know-how

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16.30-17.30

- **Outlook**
- **Assignment for the second part**
 - Groupware/Collaboration Software in VOs
 - Service Oriented Architectures (SOA) and VOs
 - Web Services and VOs
 - Grid technologies/architectures and VOs
 - Web2.0-Mashups and VOs

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SECOND PART MANAGING VIRTUAL ORGANIZATIONS

Tue, 29. May 2007

09.30-11.00

- **LECTURE 5: Organizational Issues**

- Functionality of VEs
- VE Life Cycle
- Process of forming a VE

11.15-12.45

- **LECTURE 6: Management-related Issues**

- Network, Project roles, and Processes in VEs
- Case Studies: Winfoline, ...
- Other important issues: Legal framework, Trust

14.15-15.45

- **LECTURE 7: IT for Virtual Organizations**

- Basics regarding IT for Virtual Organizations
- Usage of IT in different stages

16.00-17.30

- **Group Work**

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Wed, 30. May 2007

08.45-11.00

- **Group Work**

11.15-12.30

LECTURE 8: Introduction to the use of IT-Instruments for VOs

- Grid
- Webservices
- SOA
- Web2.0/Mashups

13.30-16.00

- **Presentation of the Seminar presentation & Discussion (20 + 10)**
 - Groupware/Collaboration Software in VOs
 - Service Oriented Architectures (SOA) and VOs
 - Web Services and VOs
 - Grid technologies/architectures and VOs
 - Web2.0-Mashups and VOs

16.15-16.45

- **Closing Session**
- Learning Points
- Summing up

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Scheme

Tue, 10.04.		Wed, 11.04.		Tue, 29.05.		Wed, 30.05.	
09.30-11.00	Introduction Lecture 1	09.30-11.00	Group Work	09.30-11.00	Lecture 5	08.45-11.00	Group Work
11.15-11.30	Break	11.00-11.15	Break	11.00-11.15	Break	11.00-11.15	Break
11.15-12.45	Lecture 2	11.15-12.45	Lecture 4	11.15-12.45	Lecture 6	11.15-12.30	Lecture 8
12.45-14.15	Break	12.45-14.15	Break	12.45-14.15	Break	12.30-13.30	Break
14.15-15.45	Lecture 3	14.15-16.15	Presentations	14.15-15.45	Lecture 7	13.30-16.00	Presentations
15.45-16.00	Break	16.15-16.30	Break	15.45-16.00	Break	16.00-16.15	Break
16.00-17.30	Assignment Group Work	16.30-17.30	Outlook Assignment	16.00-17.30	Group Work	16.15-16.45	Closing Session

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