

Professional Conduct	Lessons Learnt	Course Work	Recommended Solutions	Knowledge Gained
Think Strategically & Innovatively	<ul style="list-style-type: none"> Models and Theories History and market of Nz Customer and Business, both side view 	<p>Assignment 1 Customer Experience</p> <ul style="list-style-type: none"> New Zealand based enterprise having online business Market place vs Market Space 	<ul style="list-style-type: none"> Customer experience analyzed based on a theoretical framework and a set of customer interviews and recommendations were made for bettering the business's digital space. 	<ul style="list-style-type: none"> Ideas that can be Strategically associated with the digital world and furthermore, customer's experience towards digital business Main differences between Market space and Market place and how an amazing online client experience can be made. Understanding of value creation for customers to trust and use online enterprises and how to create that value for more online business.
Be Commercially Astute	<ul style="list-style-type: none"> Understanding of cost and revenue model of business. Identify the factors that strengthen value proposition Identify the positive and negative elements of business Key findings to be more efficient Evaluate the opportunities for business to compete 	<p>Assignment 2: Business model analysis of New Zealand based 100% online business, "HARMONEY"</p> <ul style="list-style-type: none"> Discussion and example on LinkedIn case study. 	<ul style="list-style-type: none"> Identified the business model and analyzed weak areas of the business to make strong to gain value creation of online presence for customers 	<ul style="list-style-type: none"> Learnt to develop a business model of the company and also to analyze factors related to that Understood how revenue, cost and value proposition should be connected for proper use of planned business model and identified required changes for the model
Act Decisively	<ul style="list-style-type: none"> Logically provide solutions in a short span of time – but was limited because of the pace of the coursework Interact in a turbulent and multicultural environment 	<ul style="list-style-type: none"> Case studies and assessments on Countdown, Megaupload, Harmony and LinkedIn. 		<ul style="list-style-type: none"> Environmental analysis and internal auditing helps to act decisively.
Embrace Technology	<ul style="list-style-type: none"> Identify the opportunities to be on top, New ideas and ways to do business because of the technology Necessity of Technology for today's world and business Use of technology to connect with customers and its market 	<ul style="list-style-type: none"> Case studies and assessments on Countdown, Megaupload, Harmony and LinkedIn. 	<ul style="list-style-type: none"> Digital presence of any business is now required in today's world to be on the top and to compete 	<ul style="list-style-type: none"> To be up-to date to survive in the marketplace and marketplace. Understanding about piracy and NZ copyright law
Inspire with Vision	<ul style="list-style-type: none"> Know the vision Direction towards strategies of business for success Unclear vision can shut down your business 	<ul style="list-style-type: none"> Case studies and assessments on Countdown, Megaupload, Harmony and LinkedIn. 		<ul style="list-style-type: none"> Key success for any business is to create a vision and follow the clear and identified path to achieve it
Drive For Performance	<ul style="list-style-type: none"> Plan your priorities and tasks Task achievement and work on recommendation to improve weak parts Reasons behind weak parts and solutions to make it strong 	<ul style="list-style-type: none"> Case studies and assessments on Countdown, Megaupload, Harmony and LinkedIn 	<ul style="list-style-type: none"> Planning, Priorities and attention to recommendations of experienced and knowledgeable people 	<ul style="list-style-type: none"> Understand the tasks and ways to achieve those tasks successfully
Be Passionate For Success	<ul style="list-style-type: none"> Constant improvement Upgrade knowledge Manage personal and career goals 	<ul style="list-style-type: none"> Case studies and assessments on Countdown, Megaupload, Harmony and LinkedIn 	<ul style="list-style-type: none"> Improvement by learning and comments on assessments and course topics 	<ul style="list-style-type: none"> Improvement in presentation and research skills to analyze the problems and to find out the solutions

Influence Others	<ul style="list-style-type: none"> • Different ideas from different people of a group • Team work and decision-making power 	<ul style="list-style-type: none"> • Case studies and assessments on Countdown, Megaupload, Harmony and LinkedIn 	<ul style="list-style-type: none"> • Presentation skills Identifying the problems • Multiple tasks Team work 	<ul style="list-style-type: none"> • To understand the value of customer influence towards market and its strategies
Be Customer Focused	<ul style="list-style-type: none"> • Know your business model • Target audience • Understand the needs of customers with feedback • Do required changes as per customer reviews to satisfy them 	<p>Assignment 1</p> <ul style="list-style-type: none"> • Customer experience SHOSHA.co.nz and Countdown discussion 	<ul style="list-style-type: none"> • Value creation • Customer online experience 	<ul style="list-style-type: none"> • Customer experience is very important for a business to survive • Difference of market place to market space and its impact on customers buying behavior
Think Analytically	<ul style="list-style-type: none"> • Think from a perspective designed by learning and analytically thinking to understand other ideas • Problem-solving skills 	<ul style="list-style-type: none"> • Assessment and Case Studies 	<ul style="list-style-type: none"> • Identifying the issues and loopholes and to find out the solution 	<ul style="list-style-type: none"> • Data gathering, data sorting and utilization of required data • Market understanding and customer behavior analysis
Personal Development	<ul style="list-style-type: none"> • Self-motivated • Time management • Be a team player • Research skills • Goal oriented • Analytical thinking 	<ul style="list-style-type: none"> • Assessment and Case Studies 		<p>This digital marketing coursework gives us a brief outline of what is happening in the marketspace. But most importantly, the assignments and case studies enable us to take that knowledge in depth</p> <p>☑ Research and presentation skills improved</p> <ul style="list-style-type: none"> • Got to know a lot about NZ culture and its online market • History and theories with the help of practical tasks of Digital enterprise