Litteratur & Övning DEL ht 2015

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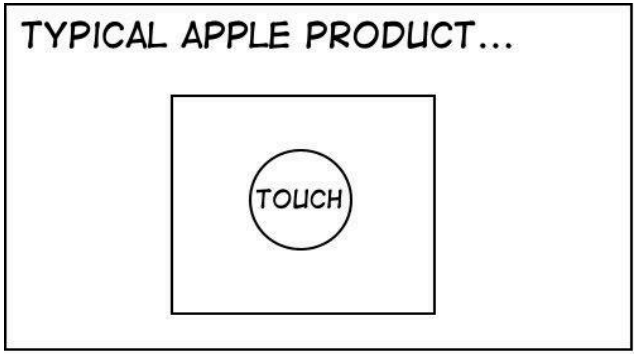
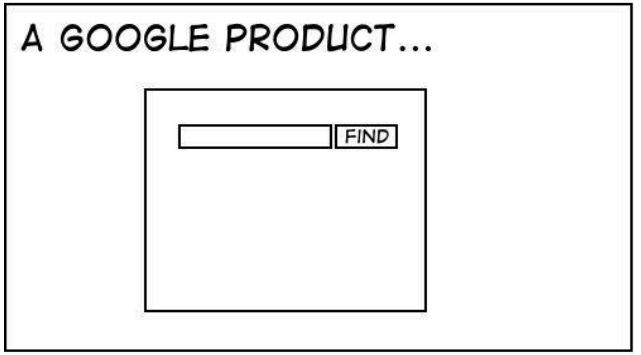
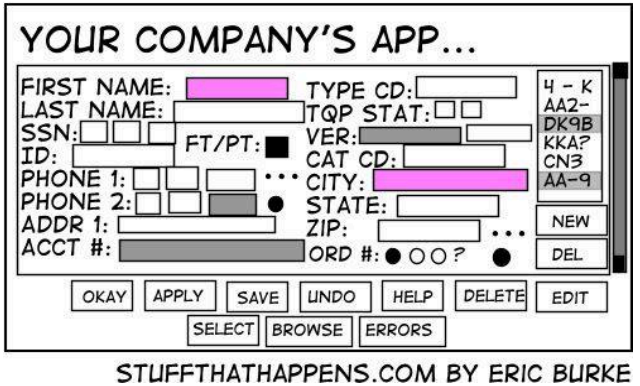
- formalia
- Kotter 1995
- Eppler & Platts 2009
- Walldius & Lantz 2013
- övningsuppgift







“Ekonomer och datamänniskor förenen Eder och I skall finna att en ocean av möjligheter öppnar sig för att vägleda det svenska samhället in i den mjuka informationseran!”

(Bergwall et al., 1993)

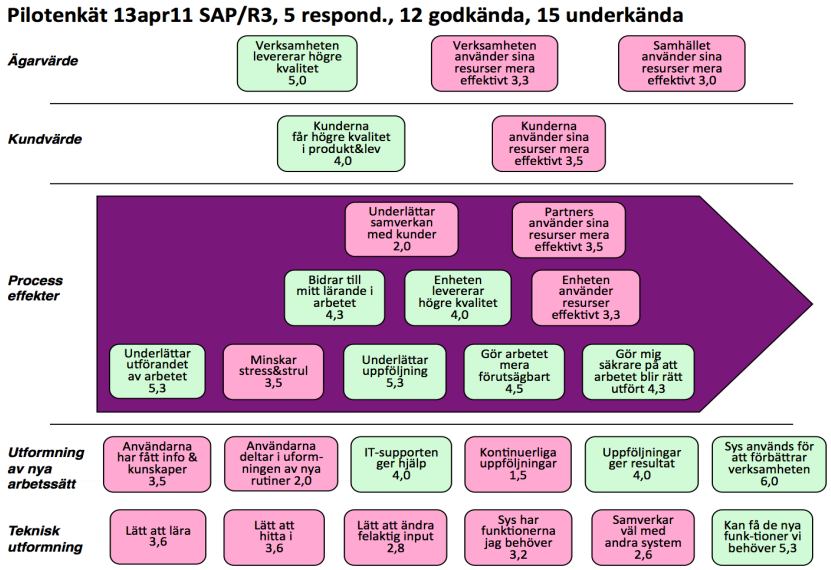
”... with each dollar a firm spends in enterprise resource planning software (ERP), like SAP's R/3 system, it typically spends $3-4 on *consultants who implement the new system*. *Even bigger costs are incurred in employee retraining and management time spent redesigning business processes*.”

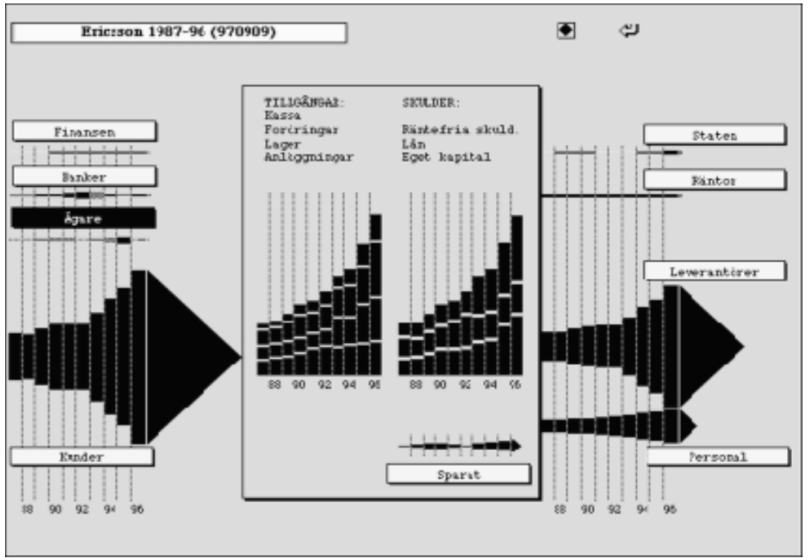
(Brynjolfsson and Hitt, 1998)

Ten-Year Summary

SEK m.	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987
Results For Year										
Net sales	124,266	98,780	82,554	62,954	47,020	45,793	45,702	39,549	31,297	32,400
Operating income 3)	10,758	8,164	6,553	3,530	1,754	2,282	5,694	4,557	2,678	2,185
Financial net	412	58	−386	8	−204	−189	−163	−431	−553	−895
Income before taxes 3)	10,152	7,615	5,610	3,108	1,241	1,595	4,855	3,715	1,840	1,108
Year-end Position										
Total assets 3)	112,152	90,832	72,999	67,490	56,637	50,080	47,167	40,856	34,625	33,282
Working capital	36,180	29,394	20,899	20,869	20,063	17,497	16,965	14,975	12,944	13,880
Property, plant and equipment, net	17,754	15,521	13,678	12,363	11,093	10,477	9,058	7,776	6,679	6,778
Long-term liabilities 1) 3)	13,364	12,467	14,726	14,529	12,796	11,211	8,795	9,008	9,945	10,864
Stockholders' equity 1) 3)	40,456	34,263	23,302	21,305	17,720	17,050	16,753	13,996	10,909	9,897
– after full conversion 1) 3)	42,269	36,353	25,519	23,512	18,349	17,690	17,398	14,721	12,450	11,512
Ratios										
Return on equity, percent 1) 3)	19.0	18.9	17.7	14.5	2.8	5.3	20.4	17.5	11.5	7.5
Return on capital employed, percent 1) 3)	22.4	20.7	18.2	12.9	9.6	12.0	25.9	23.7	16.0	13.1
Equity ratio, percent 1) 3)	39.1	39.6	34.4	34.5	34.5	38.1	39.3	37.8	33.9	32.0
Debt-equity ratio 1) 3)	0,4	0.4	0.7	0.7	0.8	0.7	0.5	0.6	0.8	1.0
Current ratio	1,5	1.6	1.5	1.6	1.6	1.7	1.7	1.8	1.9	2.0
Statistical Data, Year-end										
Backlog of orders	63,401	48,401	45,671	45,296	38,050	28,777	30,415	29,426	26,876	24,171
Number of employees										
– Worldwide	93,949	84,513	76,144	69,597	66,232	71,247	70,238	69,229	65,138	70,893
– Sweden	43,896	42,022	36,984	31,796	29,979	31,244	30,817	32,226	32,094	37,386

* For 1996, proposed by the Board of Directors
1) 1987–1989 adjusted for change in accounting principles
2) 1987–1989 adjusted for 5-for-1 stock split
3) 1991–1992 adjusted for change in accounting principles.
4) 1993, before change in accounting principles.
5) 1987–1994 adjusted for stock issue and 4-for-1 stock split.
6) 1987–1994 adjusted for stock dividend element of the stock issue in 1995.





Från kurs-PM

Kursen syftar till

- att ge studenterna **professionella färdigheter** som behövs för att lösa datatekniska problem som är så sammansatta och komplexa att de för sin lösning kräver **kunskaper både inom datateknik och inom industriell ekonomi**

- att ni ska kunna använda era **projektresultat** som arbetsprover!

DEL-kursen som ”påbyggnad” på KID (6 hp)

Metodövningsfasen
- föreläsning om kurslitteraturen & metodövningen
- gästföreläsning & seminarium
- individuell redovisning av metodövningen & planering

Projektfasen
- DEL-bidragen redovisas på 3 projektavstämningar
- plus två egna avstämningar av DEL-bidragen

Litteratur
- Kotter (1995) Leading Change - Why Transformation Efforts Fail (10 s)
- Eppler & Platts (2009) Visual strategizing – The Systematic Use of Visualization in the Strategic-Planning Process (29 s)
- Walldius & Lantz (2013) Exploring the use of design pattern maps for aligning new technical support to new clinical team meeting routines (11 s)

Schema DEL (preliminärt)

2 sep	Intro KID+PEL	8-10	E36
11 sep	Föreläsning metod, litteratur & övn	15-17	D41
24 sep	Gästföreläsning Nils-Göran Olve	**9-11**	**VIC**
30 sep	Redovisning metodövning och planering	10-12	V11
13 nov	Avstämning projektarbete DEL	13-15	243
27 nov	Avstämning projektarbete DEL	13-15	VIC

Tvärvetenskap – KID & DEL

- Samma ämnesintresse, olika infallsvinklar
- Olika bakgrunder, formella och informella
- Lyfta fram mångfalden
- Synliggöra olika kompetenser

Era specialiteter på ”DEL-områden”?

- projektledning
- marknadsföring
- supply chain management
- affärssystem
- branding
- lageroptimering
- change management
- customer relations
- manufacturing optimisation
- demand chain management

entreprenörskap
(digital) produktutveckling
IT-strategier

HCI methods for data capture and modeling

Data capture

participatory observation
motion analysis (photography, video)
contextual inquiry/interview
questionnairs
focus groups
design workshops* (re-use, also below)
personas*
design sketches
prototypes*

Modeling and communicating the overall design

design reviews
design pattern maps* (re-use, also above)
strategy maps*
SWOT analysis
business models
market surveys
Technology Readiness Level estimates
risk analysis
Customer journey maps
Service design blueprints

DEL litteraturen

Kotter mm (3-5 bilder) – se Henriks separata ppsx dokument

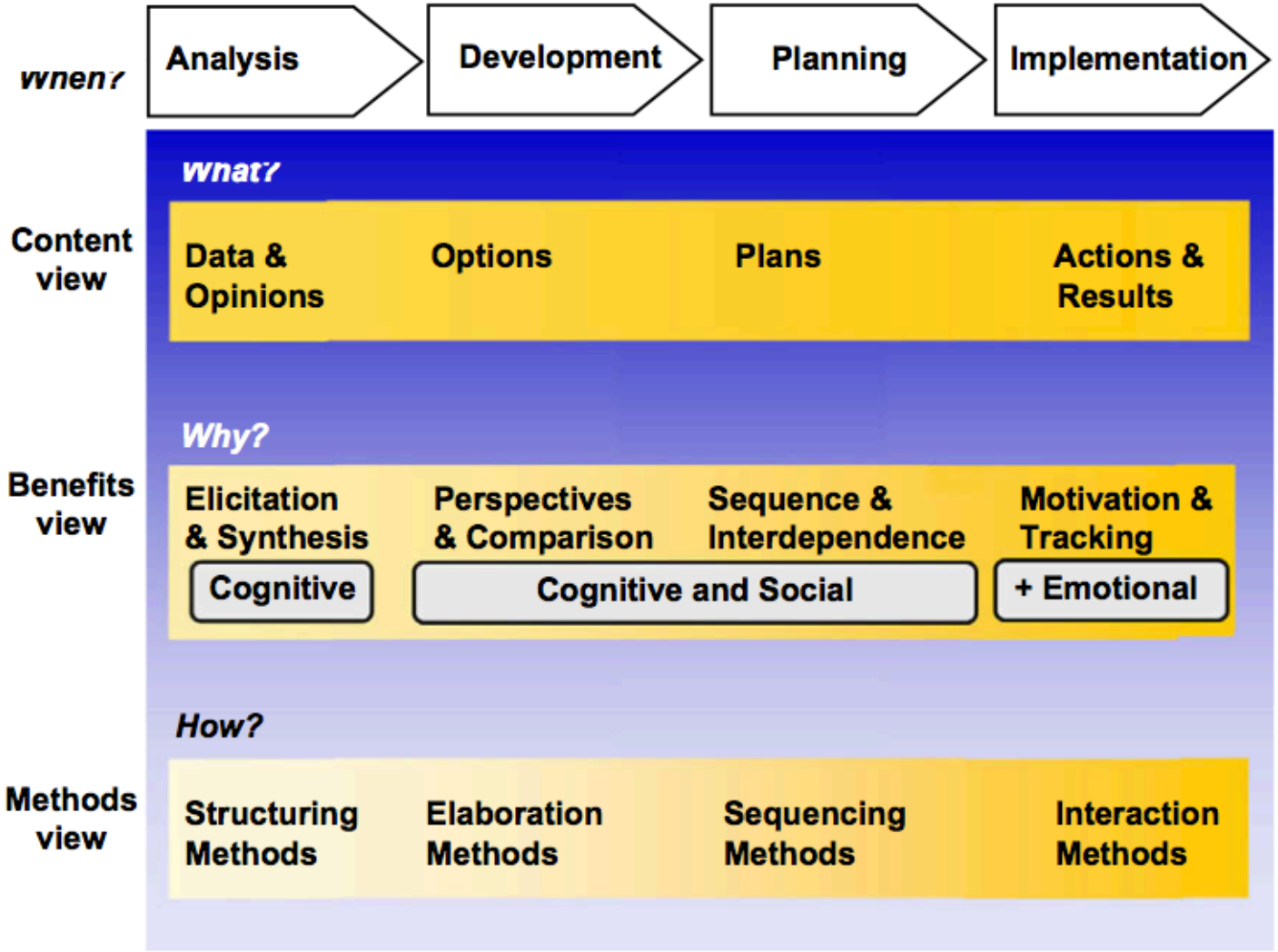


Figure 1. A conceptual framework for visual strategizing

Eppler & Platts, Visual stratagizing, 2009

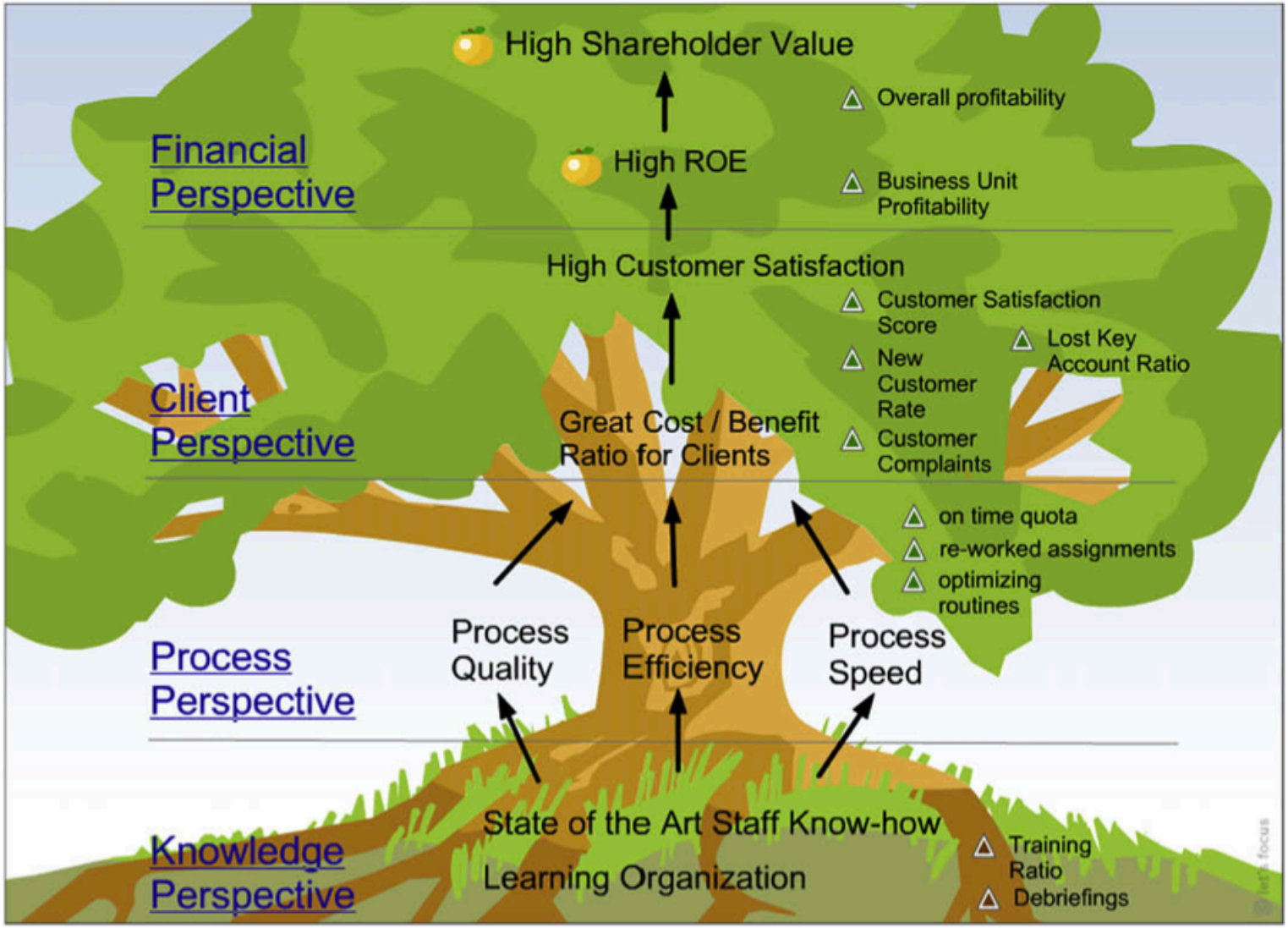


Figure 7. An interactive, intranet-based balanced scorecard tree for strategy communication

Eppler & Platts, Visual stratagizing, 2009

Gastro Centre, Huddinge University Hospital

Huddinge University Hospital - strategy map Take Care

(Olve 2009, discussed in Walldius & Lantz 2011, Exploring the use of design pattern maps)

Owners

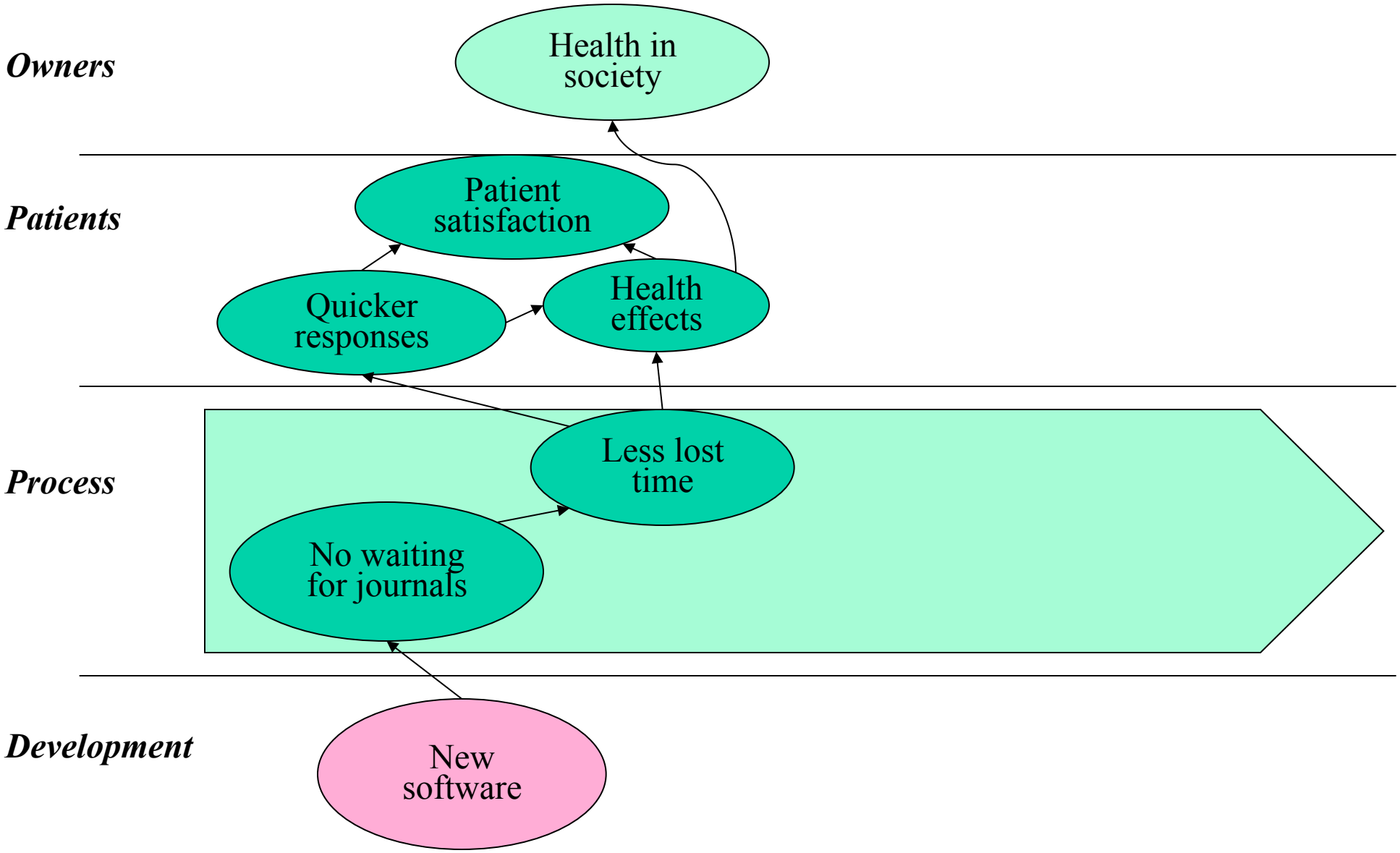
Patients

Process

Development

Huddinge University Hospital - strategy map Take Care

(Olve 2009, discussed in Walldius & Lantz 2011, Exploring the use of design pattern maps)



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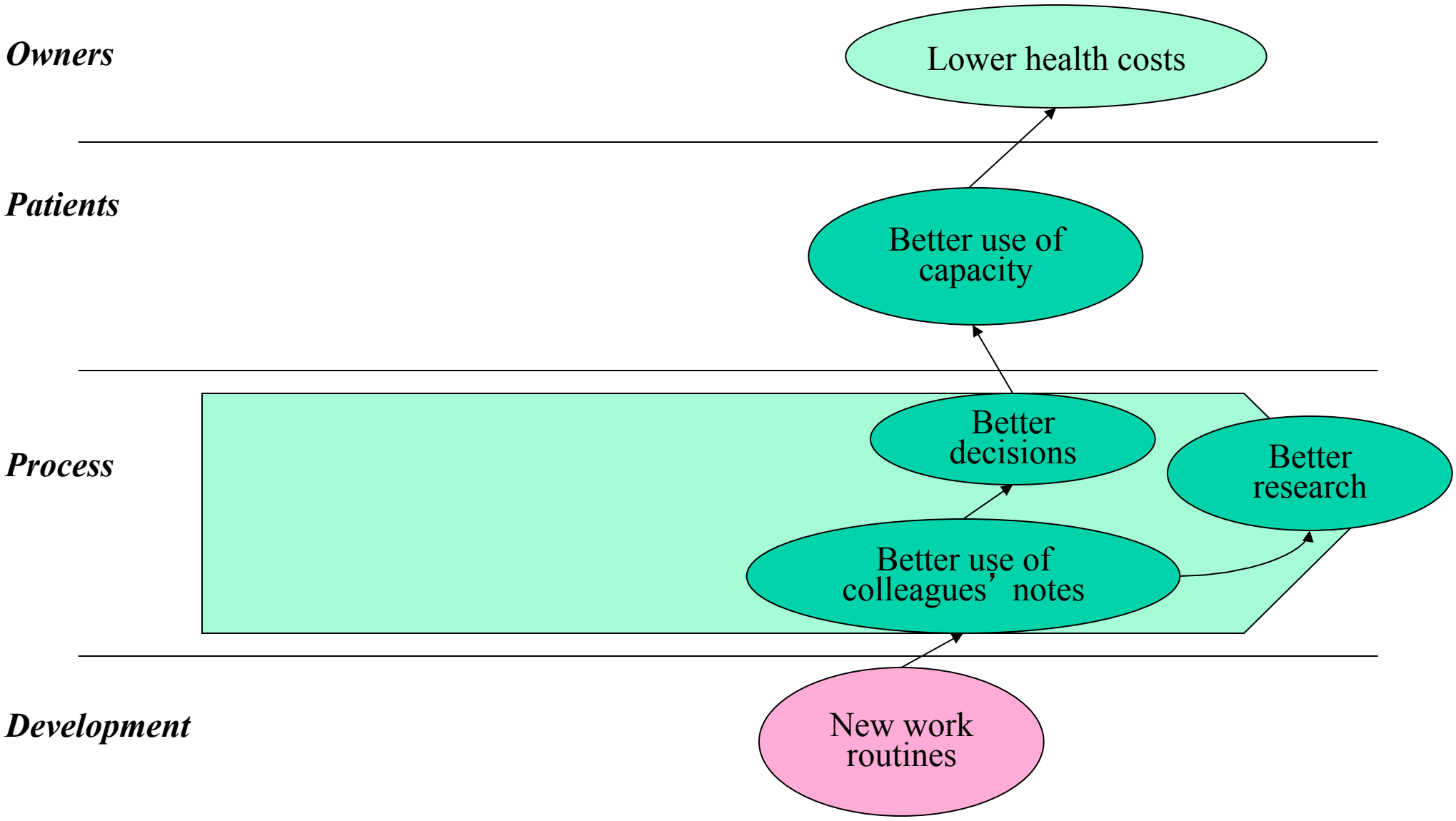

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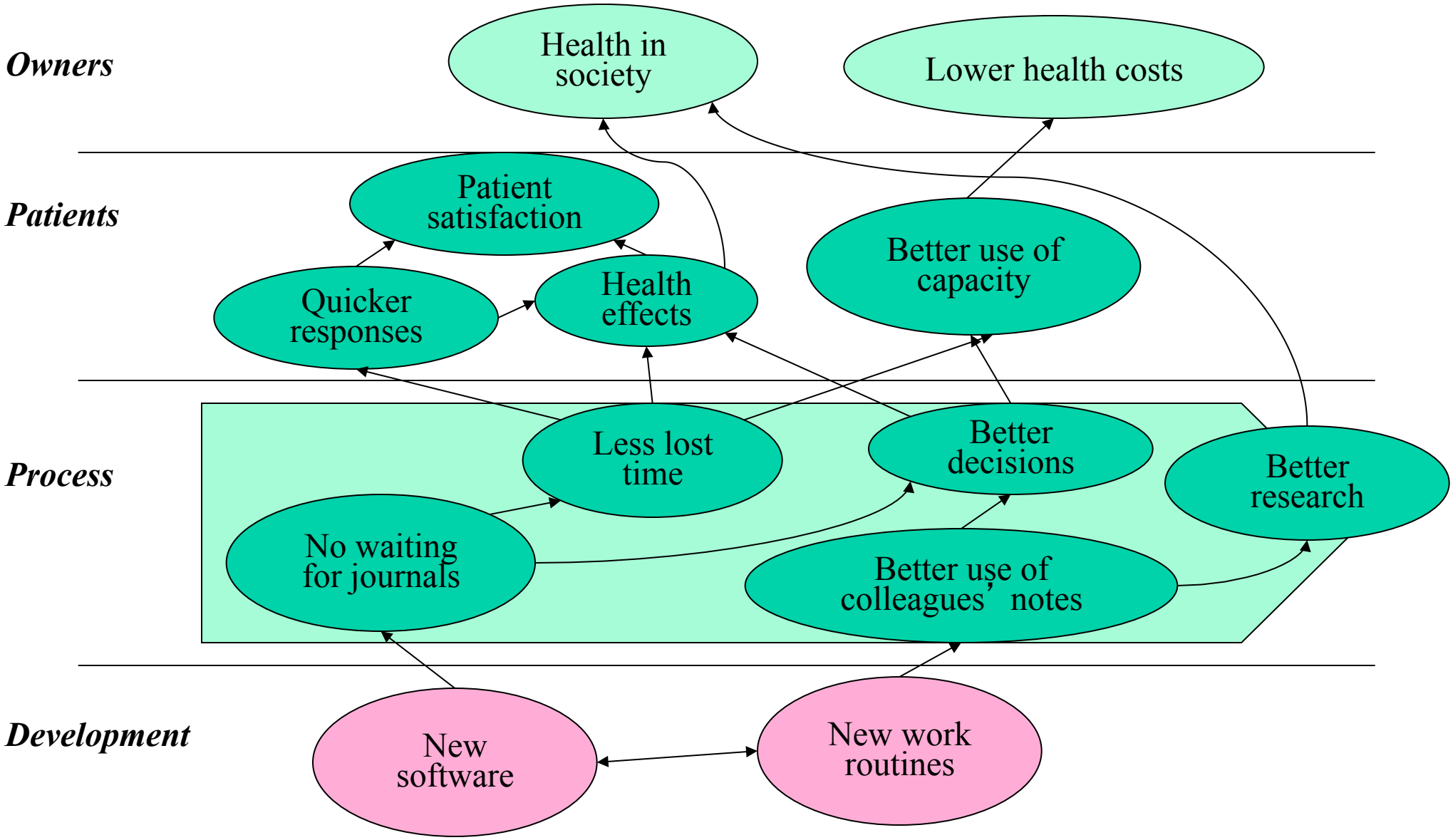
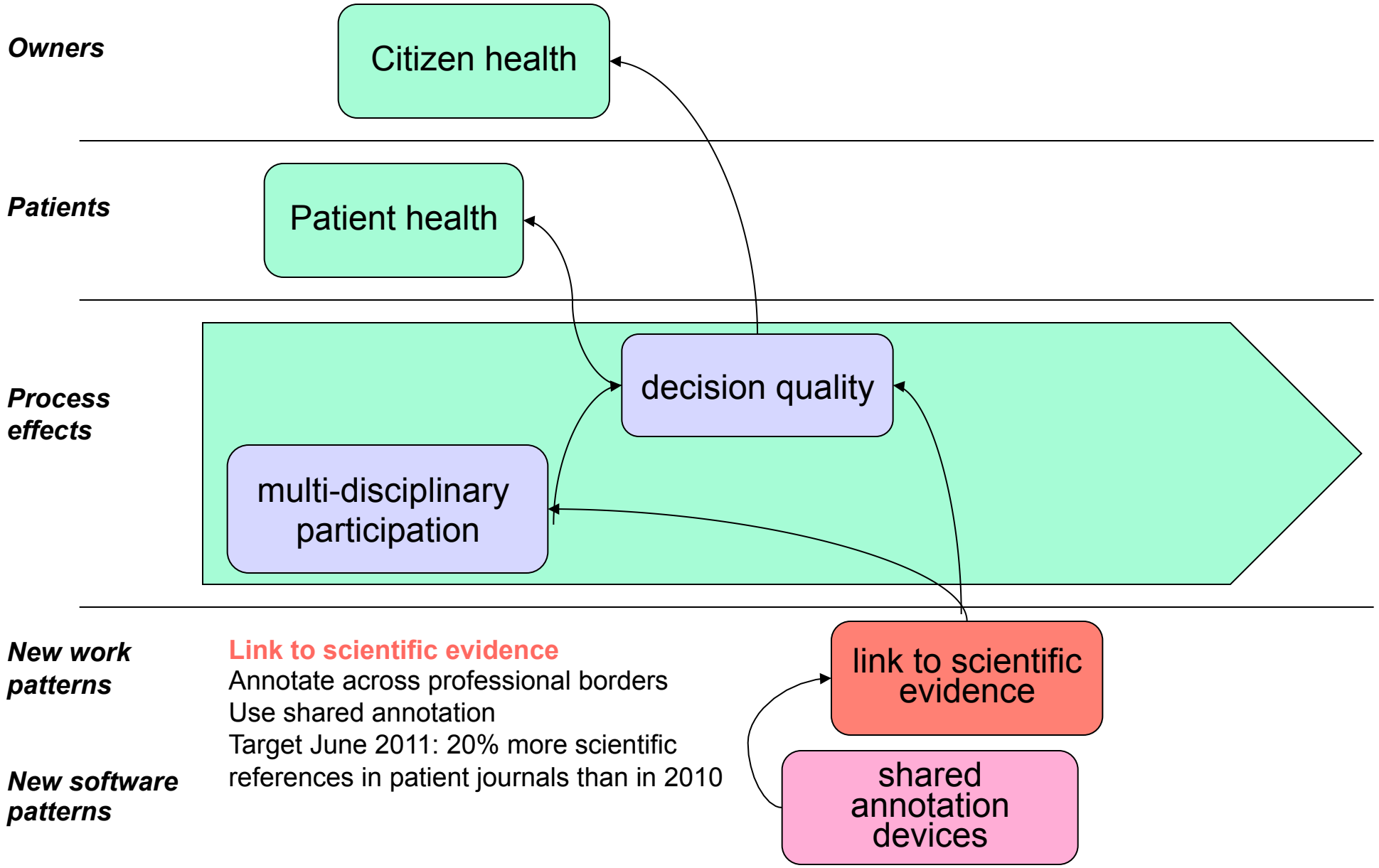
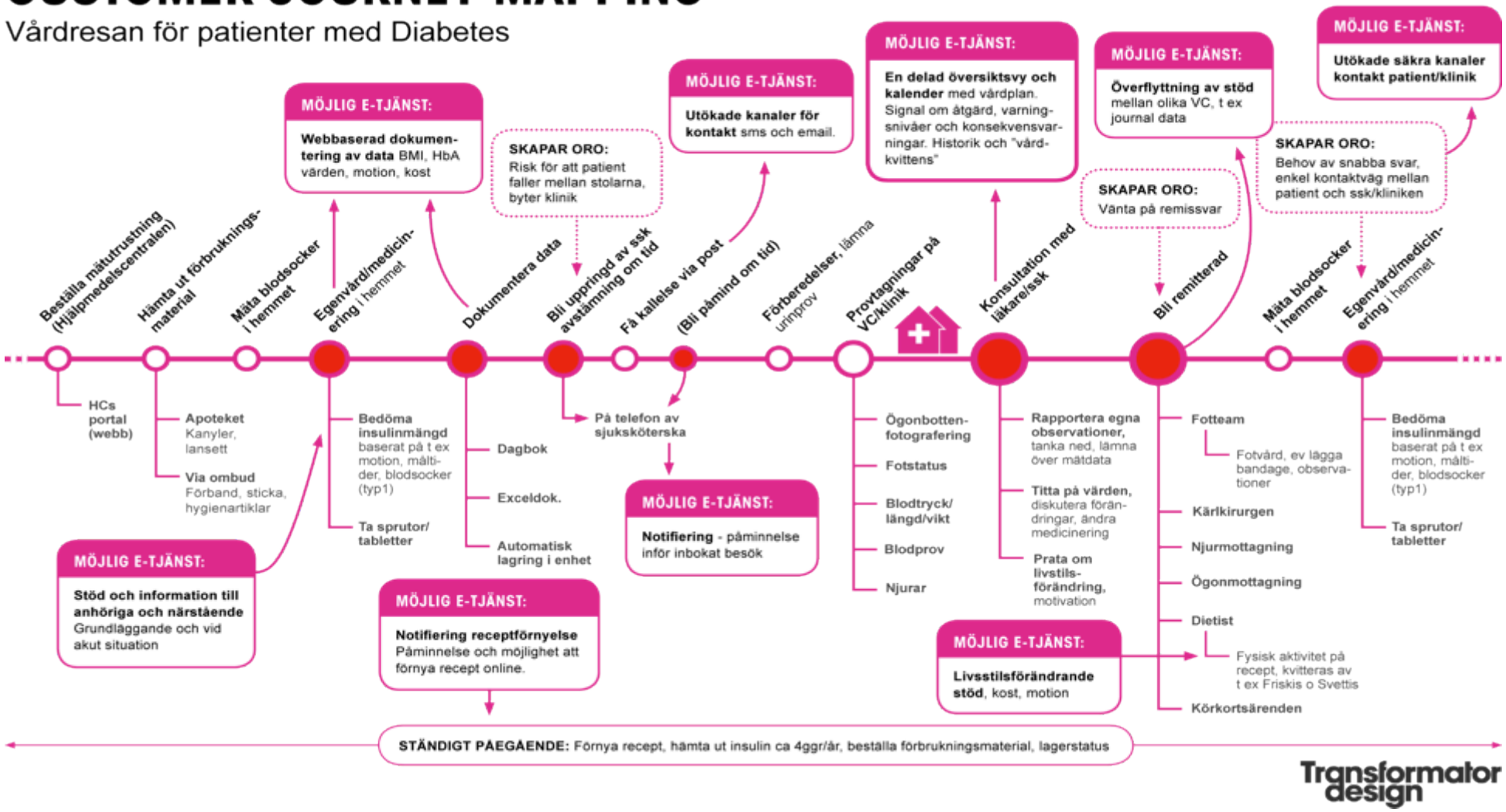


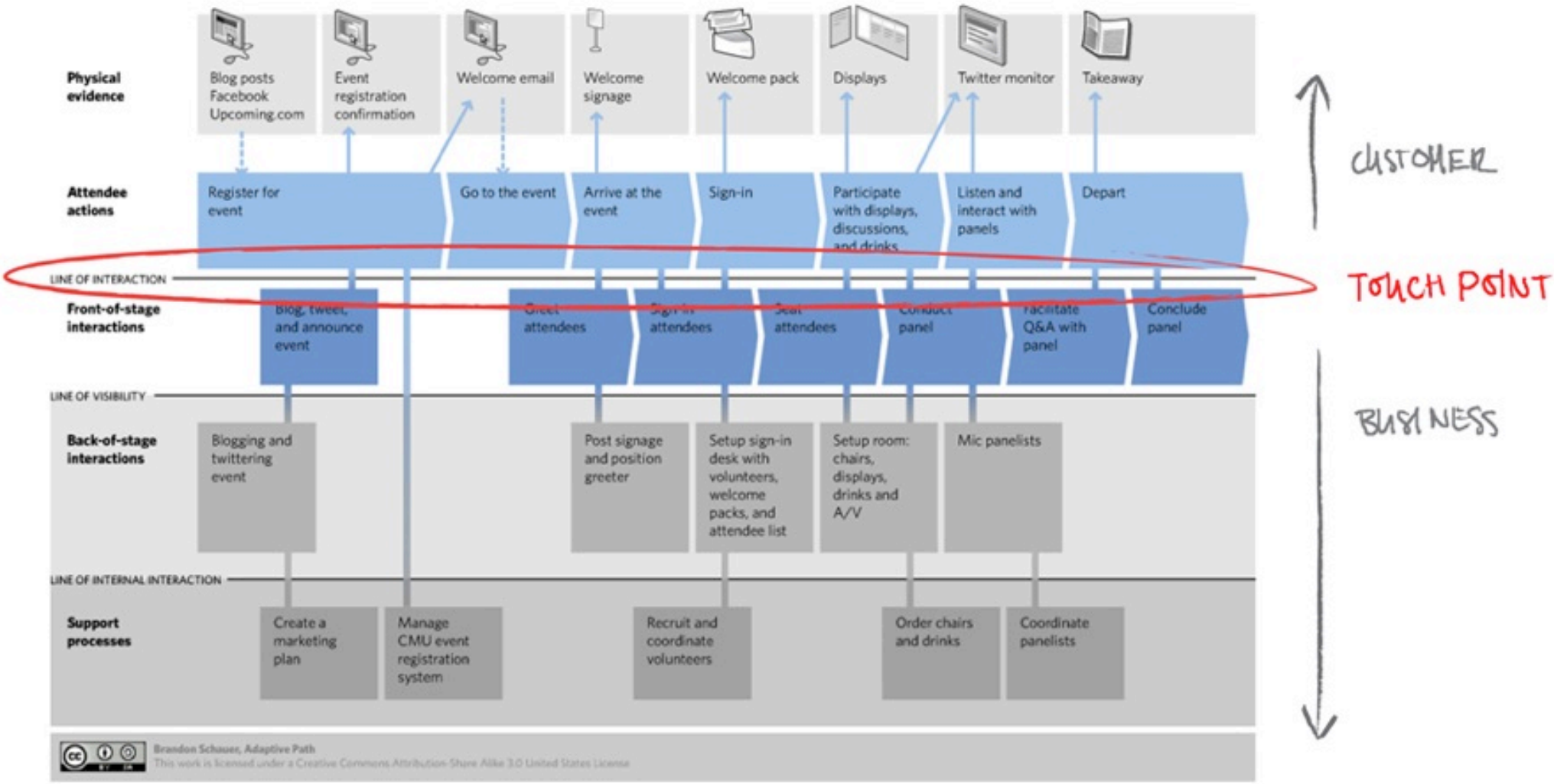
Values - Effects - Work & Software patterns - example unit specified (Walldius & Lantz 2011)



CUSTOMER JOURNEY MAPPING

Vårdresan för patienter med Diabetes





http://eduscapes.com/marketing/images/2-service-blueprint-detail.jpg

Övningen – använd DEL-litteraturen i domänanalysen

Individuell uppgift, maila till aakew@kth.se senast 28/9 kl 12 (lunch) & redovisa muntligt 3/10

The joint KID-DEL team asssignment:

- You'll collect data about your domains to start address the questions regarding the stakeholders, organisational structures, incitements and drivers, restrictions and limitations, market/s, competitors, etc
- You'll use ethnographic methods (as exemplified today), together with traditional methods,e.g.iterature surveys, market analysis, questionnaires, expert interviews, etc

The individual DEL assignment – three pages about applying the DEL-literature

- 1 page about *how you would like to use* each of the three texts in the project work
- summarize in 2 to 5 lines (bottom of each page) your ideas and arguments
    - include your favourite qoute(s) from each text
- email aakew your texts at the latest Monday 28 september at lunch time