Internet Thinking and Managers

ECTS : 6

Description du contenu de l'enseignement :

- National policies of Internet thinking (China: Internet plus, the Belt and Road, supply side; policies of France, the United States, and Japan).
 -The fundamental definition of Internet thinking.
- The main manifestations of Internet thinking (divergence, real-time, pseudo reality, mass data memory, predictability, descriptive for big data)..
Classic cases of Internet thinking (taxi-hailing apps, sharing bicycles, sharing cars, new logistics, new manufactures, smart medicine).

- Managers' characteristics of the Internet thinking (master the Internet technology and able to innovate in the field, summarize the thinking methods with customized features; Internet thinking runs through the daily work of the leaders and play an active role in dealing with the affairs; Internet thinking helps contemporary leaders think quickly and provides an accurate reference system).
The innovation of managers with Internet thinking (the traditional thinking is the basis of the Internet thinking; the Internet thinking is the modern description of the traditional thinking; the Internet thinking is a new thinking ideology with distinct characteristics of the times; the Internet thinking is the nuclear mentality of the new thinking).
In the context of continuous exploration and new achievements in the scientific fields such as the Internet, the Internet of things, big data, cloud computing and other scientific fields, Internet thinking refers to a way of thinking that has a great impact on the economic base, superstructure, and the future innovation. It can impact all aspects of society. The purpose of this course is to enable students to master new ways of innovative thinking and lay a solid foundation for future scientific research.

Compétence à acquérir :

- Understand the main forms of Internet thinking.
- Analyze the classic cases of Internet thinking.
- Apply Internet thinking to describe traditional industry.
- Design an industry analysis method with internet customization feature.

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Université Paris Dauphine - PSL - Place du Maréchal de Lattre de Tassigny - 75775 PARIS Cedex 16

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