

888147 Innovation for Entrepreneur

Lesson 2-2 Alibaba Case Study

Stage 1 Learn some background information

Watch the video called How Big is Alibaba? - From School Teacher to Billionaire by ColdFusion (approximately 14 minutes), at <https://www.youtube.com/watch?v=CJvzh5x-fB8>

Stage 2 Research information

in student groups

Research the Alibaba Company. Focus on these 4 areas:

Discover

- (START) how did it begin? What business model? Why different/of value/successful/innovative?

Impact

- (END/NOW) what does it do now? What impact does it have on its market?

Diffusion

- (DIFFUSION) what happened during the years the company grew to become famous?

Development

- (DEVELOPED) how did the product(s)/service(s) start, change, become better, new, different?

All of your group should contribute to the research, although each of the 4 students in the group may '*specialize*' in one of the areas above.

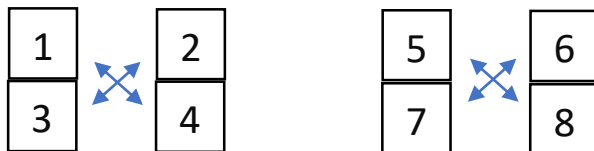
Stage 3 sharing information – round 1

- There are 8 groups of 4 students (*approximately*)
- Spend 5 minutes talking to the nearest group to you. Try to have 4 pairs of students (one from each group) that '*specialize*' in one of the areas (discovery, development, diffusion & impact)



Stage 4 sharing information – round 2

- There are 4 groups of 8 students (*approximately*)
- Spend 5 minutes talking to the nearest group to you. Try to have 4 groups of students (one from each group) that '*specialize*' in one of the areas (discovery, development, diffusion & impact)



Stage 5 Completing the case study

- There are 2 groups of students (*half the class*)
- Join together to decide the most important information in each of the areas: discovery, development, diffusion & impact.
- Write these on the computer to finish the task with a case study of the Alibaba Company

WELL DONE: WE HAVE OUR CASE STUDY