Lecturer: Brynmor Lewis

University/Company: B K LEWIS consulting

Country: United Kingdom

Apple (world's most valuable company) has built a fantastic business, but can it last? To retain its position of dominance it will need to think differently about its future.

Content:
Students will examine Apple’s success and some of its setbacks. Its a remarkable story. But where does Apple go in terms of the future. There are a number of options. Students will identify them and draw conclusions as to which are most appropriate. Options range from electric cars, self-drive vehicles (trucks and cars) and even healthcare (potentially a huge market).

Methods:
The concept of the programme is self-driven development. Students (in groups and as individuals) will use personal computers, make presentations of their findings on a daily basis and eventually jointly develop a final presentation.

Competences and skills to be acquired:
Considerable research skills will be required to obtain the relevant information. Students will need to develop networking and group development skills, plus analytical skills and development of models to explain the project.

Prerequisites:
All students must be equipped with a laptop and be prepared to work in groups. The project should take place in a fully equipped laboratory complete with a ‘beamer’

Language of instruction: English

Recommended for: Economics