

Learning Lab

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Learning Lab Product Presentation

Mnemos

March 2011

Mnemos

Description

An online case discussion application

Scope

- To discuss a case study
- To share and centralize deliverables
- To monitor and to track team work

Benefit

- Synchronous and asynchronous collaborative application (Web2.0)
- Fully customizable
- Audio/video resources, not only paper
- Possibility to keep track of the whole case discussion process

Mnemos

What it is

Mnemos is a web-application enabling synchronous and asynchronous collaboration among students in a team.

The team itself deals with case discussion and problems resolution.

Instructors can transfer their actual paper based cases into Mnemos seamlessly.

Mnemos

Is aimed at

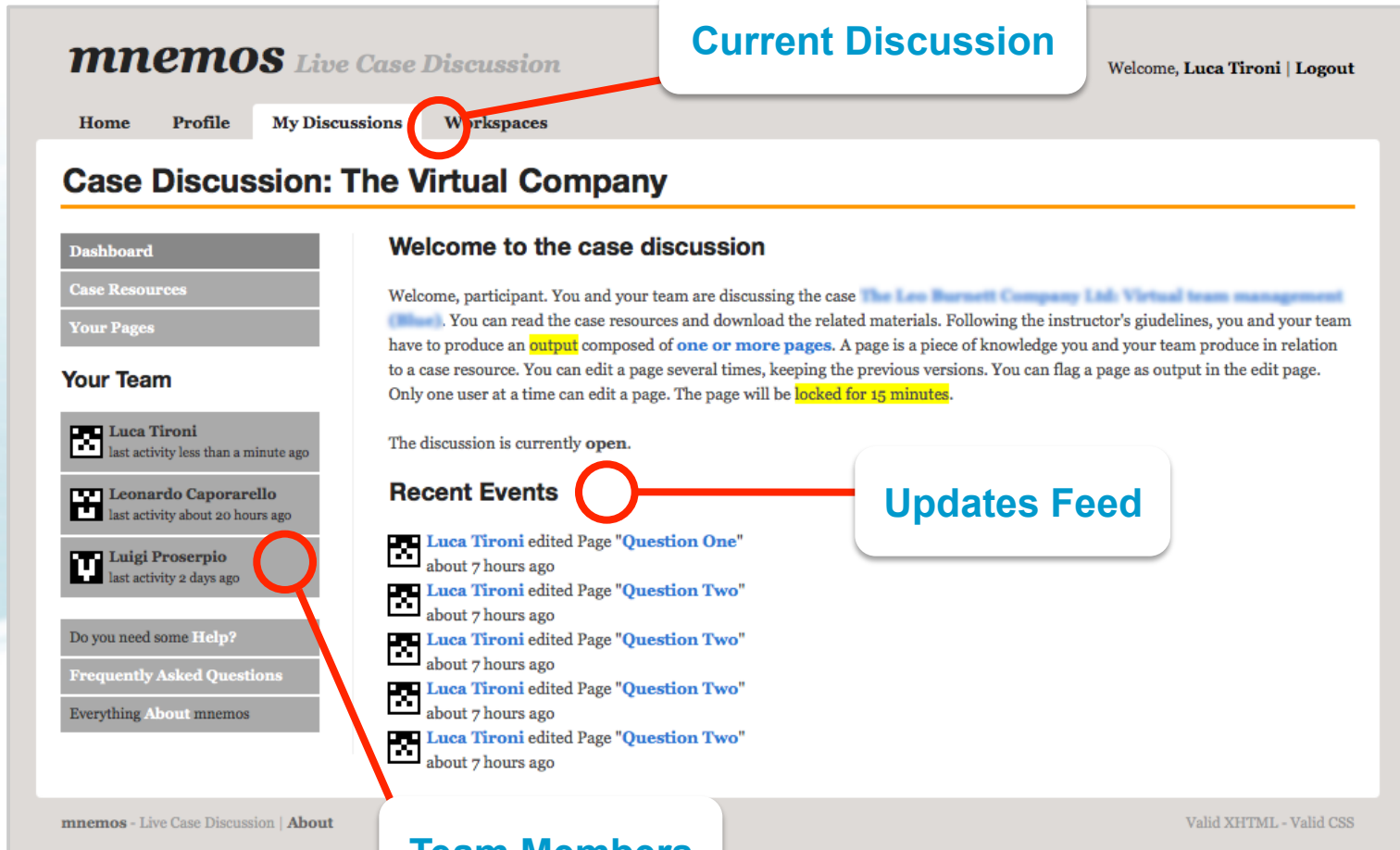
Helping instructors in creating enhanced cases that centralize the process of case delivery, case discussion and case output

Helping participants in widening their physical discussion case. It is no more necessary to meet in physical teams to discuss a typical case history

Providing participants with an ample set of features that facilitate data analysis and consolidation, assignment discussion, collaborative knowledge creation and 2.0 utilization patterns

Creating either face2face or blended/virtual environment

Mnemos



mnemos *Live Case Discussion*

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Case Discussion: The Virtual Company

Dashboard

Case Resources

Your Pages

Your Team

-  **Luca Tironi**
last activity less than a minute ago
-  **Leonardo Caporarello**
last activity about 20 hours ago
-  **Luigi Proserpio**
last activity 2 days ago

[Do you need some Help?](#)

[Frequently Asked Questions](#)

[Everything About mnemos](#)






Current Discussion

Welcome to the case discussion

Welcome, participant. You and your team are discussing the case [The Leo Burnett Company Ltd Virtual team management \(Mnemos\)](#). You can read the case resources and download the related materials. Following the instructor's guidelines, you and your team have to produce an **output** composed of **one or more pages**. A page is a piece of knowledge you and your team produce in relation to a case resource. You can edit a page several times, keeping the previous versions. You can flag a page as output in the edit page. Only one user at a time can edit a page. The page will be **locked for 15 minutes**.

The discussion is currently **open**.

Recent Events

-  **Luca Tironi** edited Page "**Question One**"
about 7 hours ago
-  **Luca Tironi** edited Page "**Question Two**"
about 7 hours ago
-  **Luca Tironi** edited Page "**Question Two**"
about 7 hours ago
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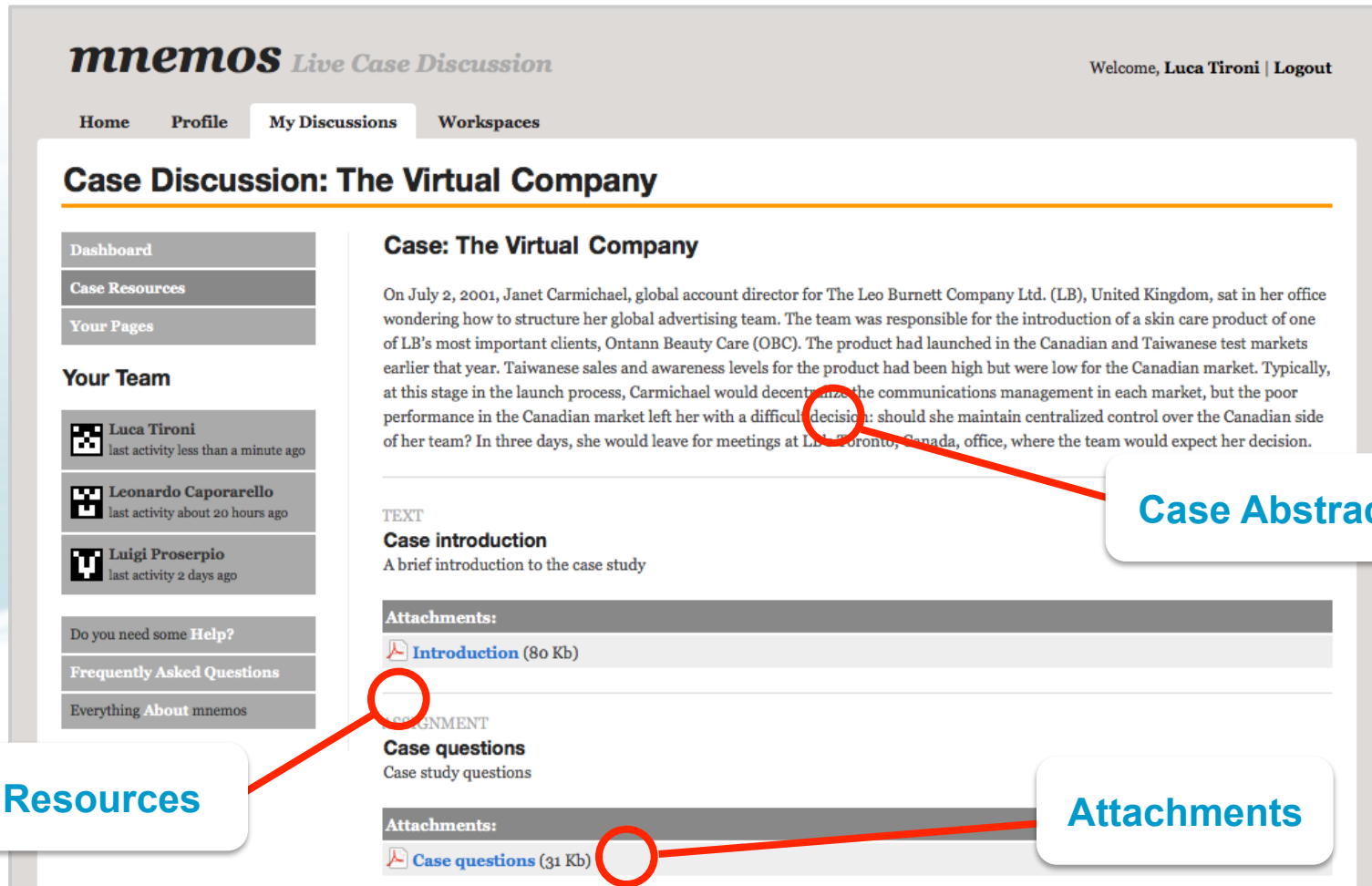
Updates Feed

Valid XHTML - Valid CSS

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Team Members

Mnemos



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Case Discussion: The Virtual Company

Case: The Virtual Company

On July 2, 2001, Janet Carmichael, global account director for The Leo Burnett Company Ltd. (LB), United Kingdom, sat in her office wondering how to structure her global advertising team. The team was responsible for the introduction of a skin care product of one of LB's most important clients, Ontann Beauty Care (OBC). The product had launched in the Canadian and Taiwanese test markets earlier that year. Taiwanese sales and awareness levels for the product had been high but were low for the Canadian market. Typically, at this stage in the launch process, Carmichael would decentralize the communications management in each market, but the poor performance in the Canadian market left her with a difficult decision: should she maintain centralized control over the Canadian side of her team? In three days, she would leave for meetings at LB's Toronto, Canada, office, where the team would expect her decision.

TEXT

Case introduction
A brief introduction to the case study

Attachments:

- Introduction (80 Kb)

ASSIGNMENT

Case questions
Case study questions

Attachments:

- Case questions (31 Kb)

Case Abstract

Case Resources

Attachments

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Case Discussion: The Virtual Company

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These are the pages you and your team flagged as output for this case discussion. You can always flag a page as output simply by editing it.

Hovering over a page allows you to drag and re-position the pages, to re-order your output.

[Add new page](#)

Page: Answers to Question 1
Version 1 - [Edit](#) (Resource: Case introduction)

There was a lack of communication between the LB Toronto and London teams. Furthermore, the LB Toronto team was forced to utilize the UK marketing materials, which were tailored to the European market, in the Canadian market. Thirdly, the pre-launch of the product was conducted in non-representative population in an isolated area of Canada. Lastly, the secondary strategy pitted the London and Toronto teams against each other, creating a competition rather than cooperation, to the further detriment of the two team's communication.

Carmichael's new goals should be to find a balance between the Toronto and London teams, by optimizing London's superior creativity while tailoring it to the Toronto team's knowledge of their domestic market. Secondly, she has to bring the new Toronto team up to speed regarding client and product knowledge, as there was significant turnover.

Attachments:
No attachments

Page: Answer to Question 2
Version 1 - [Edit](#) (Resource: Case introduction)

We believe that Carmichael cannot decentralize the team at this point as Toronto's team lacks knowledge of both the client and product. London possesses superior creativity and product knowledge and therefore must be incorporated into the process in order to

Team created page

Page Attachments

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<http://learninglab.sdabocconi.it/mnemos>

Contacts

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