Rüdiger Weißbach – HAW Hamburg:
The Paradigm Shift from Software Systems to Software Ecosystems (SECO) and Some Impacts for the Teaching in Business Informatics (I)

DEFINITION:
„A software ecosystem is a set of actors functioning as a unit and interacting with a shared market for software and services, together with the relationships among them. These relationships are frequently underpinned by a common technological platform or market and operate through the exchange of information, resources and artifacts.


Examples:
- App shops (Apple, Google, …)
- SAP microcosmos
- Open Source Communities
- Product software

... adding interaction of
- vendors,
- independent developers,
- consultants
- users

goes beyond „software systems“ ...
The Paradigm Shift from Software Systems to Software Ecosystems (SECO) and Some Impacts for the Teaching in Business Informatics (II)

TRENDS:
- architecture
- technological push
- long-term strategies
- separation of “software” & “product”
- flexible standards
- independence of marketing and product development
- interaction
- market pull
- flexible reaction
- Integration of “software” & “product”
- specific “ecospheres”
- Interdependencies of marketing and product development

Paradigm shift needs multidisciplinarity in ICT and in business studies without replacing current topics (architecture will not be coming obsolete)
The Paradigm Shift from Software Systems to Software Ecosystems (SECO) and Some Impacts for the Teaching in Business Informatics (III)

TEACHING:

• technology for business students
• business for ICT students

⇒ joint lectures for product development and project management
⇒ entrepreneurship projects

... and other things to do...

⇒ research on SECO
⇒ special thread in the CARPE Entrepreneurship activities?