Who should take the course?

Interested in being a full participant in designing and launching new products and services over digital platforms in established or start-up companies? Would you like to learn how to design, assess and generate innovative digital business models? Would you like to have a career in business development or product management /marketing in the telecom/ media/ gaming/ entertainment/ e-commerce/ retail industries? Would you like to understand how to establish digital platform leadership? Do you want to learn how to transform a traditional company into a platform business model company?

Course objectives

Increasingly, all industries are becoming “flipped” with the digital platform becoming the foreground whereas as physical activities are becoming the background. Digital platform leadership is becoming increasingly vital for strategic advantage. This course gives MBA & MS participants a competitive advantage in terms of career preparation for full participation in aspects of business development and business model innovation in any industry where products and services are offered through digital platforms.

Key concepts

- How to manage a business model in a digital platform ecosystem
- Scoping and assessing digital business ecosystem niches
- Leveraging partner capabilities in digital business ecosystems
- How to establish digital platform leadership
- Digital business strategy in dynamic environments
- Digital business model design frameworks
- How to identify, design, and assess innovative digital business models
- Different types of digital business models (open innovation, user-generated content, Internet of things, sharing economy models, social commerce...)

Course description

- Recent case studies, articles, industry reports, current happenings.
- Previous cases were ScaleFast, Top Coder, Nintendo Pokemon Go, Intuit, HTC, LinkedIn, Twitch, Vestas, and Stripe. Updates reviewed over summer.
- Senior executive guest speakers who provide current practice insights.
- Mid-term and end-term team projects: Developing digital business model innovation proposal for company, digital platform ecosystem niche strategic moves.
- Fosters interactive discussion & peer learning. Online discussion forum.
- General management multi-disciplinary orientation.