

# DATA SCIENCES AND OPERATIONS

FALL 2023

**DSO 556** - *Business Models for Digital Platforms*

Section(s) – 16330/16336

**Professor**

Inge Lindholm

**Email**

ilindhol@marshall.usc.edu

**When**

Mon or Wed, 6:30 PM – 9:30 PM

**Office**

Available upon request/ In person & virtual hours

**Units**

3.0



## WHO SHOULD TAKE THIS COURSE?

MBA/MS students who are interested in being in designing and launching new products and services over digital platforms in established or start-up companies. Individuals who would like to learn how to design, assess and generate innovative digital business models while examining how to transform a traditional company into a platform business model company with an ecosystem approach.

## COURSE OBJECTIVES

Increasingly, all industries are being- “flipped” with the digital platform becoming the foreground while physical activities are becoming the background. Digital platform leadership is increasingly vital for strategic advantage. Even more so in a post Covid-19 world! This course gives MBA/MS participants a competitive advantage in career preparation for full participation in aspects of business development and business model innovation in any industry where products & services are offered through digital platforms.

## KEY CONCEPTS

- How to design & manage a business model in a digital platform ecosystem
- Scoping and assessing digital business platform ecosystem niches
- Leveraging partner capabilities through governance and APIs in digital business platform ecosystems
- How to establish digital platform leadership
- Digital business strategy in dynamic and disruptive environments
- 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...)

# DATA SCIENCES AND OPERATIONS

FALL 2023

## COURSE DESCRIPTION

- Recent case studies, articles, industry reports, current happenings.
- Cases include ScaleFast, Niantic Pokemon Go, Intuit, LinkedIn, Twitch, Pinduoduo, ByteDance, Lemonade, Vestas, and Stripe. Updates in summer.
- Frequent 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 strategic moves.
- Course Reference Text: *Platform Revolution* (2016).
- Fosters interactive discussion & peer learning. Online discussion forum.
- General management multi-disciplinary format.