

DSO 556

DIGITAL PLATFORM BUSINESS MODELS



SPRING 2024

Tuesdays or Thursdays 630pm -930pm

WHY 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 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. 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 & assess 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, and more...)

COURSE DELIVERY

- Recent case studies, articles, industry reports, current happenings.
- Cases include: Niantic Pokemon Go, Intuit, LinkedIn, Twitch, Pinduoduo, ByteDance, Lemonade, Vestas, and Stripe.
- 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
- Fosters interactive discussion & peer learning. Online discussion forum.
- General management multi-disciplinary format.

