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.

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