

# DATA SCIENCES AND OPERATIONS

SPRING 2024 SEMESTER

## DSO 556 – Business Models for Digital Platforms

Section(s) – 16332R/16331D (ONLINE)

16337R/16336D - 16329R/16328D - 16334R/16333D

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### When

16337R/16336D – Tuesday, 6:30 PM – 9:30 PM

16332R/16331D – Tuesday 3:30 PM – 6:20 PM (ONLINE)

16329R/16328D – Thursday 6:30 PM – 9:30 PM

16334R/16333D – Mon/Wed 3:30 PM – 4:50 PM

Office 401-L

Units 3.0



## 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. 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...)

## 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. Possible updates in December.
- 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.