Universidad de los Andes | School of Management | Leadership for Life
Colombia

international
summer
school 2021

COURSE SYLLABUS SUMMARY

PLATFORMS, BLOCKCHAINS AND SUSTAINABILITY

FGV

Renato Orsato
Fundação Getulio Vargas

| July 6 - July 16 | **Monday - Friday** (6:30 am – 9:30 am) ***Saturday** (9:00 am – 12:00 m) | **Online** |

DESCRIPTION

This course addresses three areas of increasing impact on the management of business in the 21rst century: digital business platforms, blockchain technology and sustainability. Business Platforms (BP) connect producers and consumers via digital technology, having the potential to generate network effects, fast. Blockchain Technology (BCT) allows direct peer-to-peer interactions at the highest security level. For these reasons, business platforms and blockchain technology have the potential do radically affect business and sustainability. By using real life cases of BPs and BTs, this course addresses the question "when do BPs and BCTs become agents of environmental and social innovation?". When are these technologies and business models better suited to tackle environmental and social issues by business? Students will learn analytical tools to analyze and develop business platforms, as well as the basic skills for the use of blockchain technology for sustainability.

OBJECTIVES

By doing this course, students will be able to understand the fundamentals of Business Platforms, Blockchain Technology and Sustainability from a learning by doing perspective. At the completion of the course, the students will be able to:

1. Understand the fundamentals of business platforms, blockchain technology, and their relationship with sustainability issues;

2. Understand the association between innovative business models, platforms and sustainability from the perspective of mobility systems;

3. Use tools to define the core interaction to better express the value proposition of a business platform;

4. Identify the elements that influence the network effects, and define growth and monetization strategies for platforms;

5. Understand how and why platform business may generate social and environmental innovation;

6. Understand the fundamentals of blockchain technology, and why it may disrupt both traditional and platform business;

7. Apply the logic of blockchain technology to the development of eco-branding strategies;

8. Identify industries that are prone to be affected by business platforms and blockchain technology.

METHODOLOGY

The course uses real-life business platforms – some adopting BTC, others addressing sustainability - as case studies to trigger challenges to be solved by the students. The challenges reflect real-life issues that can be covered by the theoretical fundamentals of the course.

Platform owners and CEOs of business platforms, as well as academics specialized in the fields of BCT and sustainability will be brought into the calls as guest speakers.

Case studies are based on traditional teaching cases, as well as websites, videos, and apps, which will be downloaded by the students so to experience the platforms as users. The Professor will establish a relationship of the experience of the platforms with the theory, explaining the success or failure of this business model – based on the textbook and additional academic and practitioners' articles.

Students will be challenged to solve a real-life problem of the reference-platforms. The Professor will help the groups to identify the roots of the problem, providing theoretical support, based on the textbook, cases and additional academic articles.

EVALUATION

The students will be evaluated individually (50%) and for the work performed in groups (50%), according to the following breakdown:

Individual Participation: 10%
Group Participation: 20%
Group Task (week review): 30%
Individual Task (course review): 40%

PRE-REQUISITES

N/A