



Alejandro Gómez, - Dirección de posicionamiento, Universidad de los Andes.

COURSE SYLLABUS PROPOSAL

DIGITAL BUSINESS PLATFORMS & SUSTAINABILITY

Renato Orsato
INSEAD (France)

June 4 - June 14
(9:00 am - 12:00 m)

June 8
(9:00 am - 12:00 m)

INSEAD

DESCRIPTION

This course addresses an empirically relevant phenomenon in business administration: the impressive dominance Digital Business Platforms (BP), which have been challenging both the theory and practice of management. Furthermore, BPs raise timely question: can BPs become agents of environmental and social innovation? By using real-life cases of BPs, this course delves into these questions from an empirical standpoint. Students will be exposed to the background and challenges faced by businesses that are using state-of-the art technologies to develop new value propositions.

OBJECTIVES

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

- Use tools to delimit the core interaction and so to better define the value proposition of a digital platform
- Identify the elements that influence the network effects of a BP, and its potential to succeed in the market
- Define “pull” and “push” marketing strategies for BP
- Elaborate monetization strategies for BP
- Define indicators of performance, which can be used to define success (and/or pitch for investors)
- Detect how business platforms can generate social and environmental innovation

METHODOLOGY

The course uses real-life business platforms as case studies to trigger challenges – expressed in the questions-tasks (presented in Session E) to be solved by the students. The challenges reflect a real-life issue that can be covered by the theoretical fundamentals of the course.

The case studies, rather than being presented as papers, are based on websites, videos, blogs 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 articles, which will be recommended to the students (but do not constitute required readings).

EVALUATION

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

PRE-REQUISITES

None.