

Day 1	Day 2	Day 3	Day 4	Day 5
<p><b>Part 1</b> <i>The new competitive rules of the digital economy</i></p> <p>We start the course by introducing how digitalization changes the rules for competition in affected industries.</p>	<p><b>Part 3</b> <i>Building the platform business</i></p> <p>Digital platforms do not just emerge, they are designed and developed over a long period of time. We address here the building of digital platforms in practice.</p>	<p><b>Part 5</b> <i>Digital business ecosystems</i></p> <p>Digitalization is fueling the competition in business ecosystems, in addition to competition between individual firms.</p>	<p><b>Part 7</b> <i>Harnessing the power of the crowd</i></p> <p>The user base or the crowd is another important feature of digital economy, we will address how firms explore and exploit crowds</p>	<p>This day is currently being designed and we will return with an update shortly</p>
<p><b>Part 2</b> <i>The platform business model</i></p> <p>Building on competition in the digital economy, we move to the emergence of digital platforms how they have become one of the key economic drivers of today's economy.</p>	<p><b>Part 4</b> <i>Managing the platform business</i></p> <p>We continue to look into digital platforms but focus now on how to extend and grow the platform business.</p>	<p><b>Part 6</b> <i>The co-creation of value with partners</i></p> <p>Value is one of the key concepts of business, here we focus on value creation in digital ecosystems and how firms create value together with collaborators and competitors</p>	<p><b>Part 8</b> <i>Joining a digital ecosystem</i></p> <p>In this session we take the perspective of a minor actor in a business ecosystem, and address how to choose a ecosystem to join.</p>	