KAN-CSAAOXXX1U Designing Market-Based Digital Platforms   2024/2025

English Title
Designing Market-Based Digital Platforms

Language	English
Course ECTS	7.5 ECTS
Type	Mandatory
Level	Full Degree Master
Duration	One Quarter
Start time of the course	Second Quarter
Timetable	Course schedule will be posted at calendar.cbs.dk
Study board	Study Board for cand.merc. and CSAA (CSAA)

Course coordinator

- Michel Van der Borgh - Department of Marketing (Marketing)

Main academic disciplines

- Marketing
- Project and change management
- Strategy

Teaching methods

- Blended learning

Relevant links

Learning objectives

- Understand, reflect upon, and contrast different business model approaches.
- Understand different elements of digital business model design.
- Identify, design, plan, and assess innovative business models in digitally enabled environments (i.e., for new digital platforms and for existing firms).
- Understand and use digital business models frameworks to align a company's offering across multiple channels and platforms (customer journey management).
- Apply the theoretical knowledge on business modeling to practical business cases.
- Follow academic conventions in your presentation.

Prerequisites for registering for the exam (activities during the teaching period)

Number of compulsory activities which must be approved (see section 13 of the Programme Regulations): 1

Compulsory home assignments

At least 3 out of the 4 assignments must be assessed as passed in order to attend the ordinary exam.

Group assignments: Using a running case students will work on assignments in groups of 4-5 students. There are 4 assignments in total. During a tutorial/ workshop session students are able to work on the assignments and get advice and feedback from faculty. For assignment 1 and 2 students will write a 7-page report. For assignment 3, the groups are asked to prepare and hand in a final report (PowerPoint, max 10 slides) plus a video pitch of max. 2 minutes. The material is assessed by faculty and feedback is provided to the groups. For the fourth and final assignment students need to write a 7-page individual reflection essay about the group assignments after which the essay is peer reviewed.

Students will not have extra opportunities to get the required number of compulsory activities approved prior to the ordinary exam. If a student has not received approval of the required number of compulsory activities or has been ill, the student cannot participate in the ordinary exam.

If a student prior to the retake is still missing approval for the required number of compulsory activities and meets the pre-conditions set out in the program regulations, an extra assignment is possible.

The extra assignment is a 10 page home assignment that will cover the required number of compulsory activities. If approved, the student will be able to attend retake.

Examination

Exam ECTS	7,5
Examination form	Oral exam
Individual or group exam	Individual exam
Duration	20 min. per student, including examiners' discussion of grade, and informing plus explaining the grade
Preparation time	No preparation
Grading scale	7-point grading scale
Examiner(s)	Internal examiner and second internal examiner
Exam period	Winter
Make-up exam/re-exam	Same examination form as the ordinary exam

Course content, structure and pedagogical approach

Aim

The course supports students in understanding the "business model" concept for platform-based ecosystems and in developing the ability to assess, design, and update business models and customer journeys in digitally enabled customer environments. The Internet-of-Things and digital platforms (e.g., Twitter, Facebook, Google) allow for many new and innovative business model opportunities. The goal of this course is to equip students with relevant knowledge for contributing to the academic discourse on customer and business development and for pursuing a career as "state of the art" digital marketing expert.

Content

This course confronts students with and prepares them for a complex digitally enabled ecosystem reality in which the concept of "business model" can have many meanings. Business models based on two-sided or

multi-sided platforms are disrupting the competitive environment, be it for goods suppliers, system integrators, information and technology companies, or customers. More and more the ecosystem (instead of the firm) becomes the level where value is created and appropriated. Therefore, it becomes more complex and challenging for focal firms to develop business models that help them to create and appropriate value.

In this course, students will be trained to utilize state-of-the-art theories and tools on two-sides platforms, business models, and customer journeys to identify, design, and assess disruptive digital platforms.

The theoretical discussion will be complemented with hands-on applications in real-life cases. As such, the course will prepare students for a challenging career in digitally enabled business environment.

Course progression
Business Models for Digital Platform Ecosystems is a foundation course in the study program.

Description of the teaching methods
The course uses blended learning: that is, we combine online material and lectures with in-class discussions and workshops. Blended learning (the mix of online and offline platforms) creates a powerful learning environment for students, which we intend to use to its fullest potential.

The course consists of online lectures and materials, case discussions, and online/offline case-based and general discussions, and online peer graded assignments. The class is highly interactive both online and offline with a corresponding expectation that students engage in these interactions

Feedback during the teaching period
During sessions students will get feedback from peers and faculty. At the end of the course a Q&A session is planned.

Student workload

Teaching	33 hours
Preparation	123 hours
Exam	50 hours

Last updated on 12-01-2024