

Strategic management and Data driven business models

ECTS : 6

Description du contenu de l'enseignement :

- Leveraging value of data: data collection and monetization.
- Building and managing network effects
- Leveraging the value of users (User generated Content and Customer as a resource)
- Platform business models.
- Data driven Business models.

- The world digitization leads to new types of organizations that scholars and policy makers define as platforms. This course gives participants concepts and analytical tools to understand the logic of those new type of business models. The digital foundations of platforms will be analyzed: datafication, networks effects, collective intelligence, digital infrastructure. Building and managing a digital platform is also fully described. Various platform generic business models are presented demonstrating the large potential of such new way of organizing economic transactions.

Compétence à acquérir :

- Understand the platform organizations.
- Building and managing network effects.
- Designing a data driven business model.
- Engaging customers and users in the value proposition.
- Mastering various data driven and digital business models.