

ERA 118 Digital Platform Project

5 ECTS

Objectives – course description:

This course will teach you how to design a digital platform. Following a well-defined framework, you will work on different aspects of a digital platform from designing your business model, through defining how to monetize the platform or scale it up till the go to market plan. Other aspects like governance and success stories will be part of the course.

Program outline:

- From product to platform
- Digital transformation and platform definition
- Designing your business model
- Platform design
- Platform monetization
- Platform governance
- Launching & scaling up your digital platform

Learning content

1. From product to platform
2. Digital transformation and platform definition
3. Designing your business model
4. Platform design
5. Platform monetization
6. Platform governance
7. Launching & scaling up your digital platform

Learning outcome

A design framework, key concepts and types of platforms, business model development, monetizing strategies, launch plan building, best practices, success stories.

Methodology

Problem based learning based on theoretical key concepts, study cases readings, team work and interactive sessions.

Learning material

- Extract from leading authors on the topic
- Videos
- Team work

Evaluation

- Permanent learning evaluation