

Course Title	New business models for the digital revolution
Course Level	Master
Domain	Manangement
Language	English
Nb. Face to Face Hours	21 (3hrs. 7 sessions)
E-learning Support	Mycourse yes
ECTS	3

Course Title

New business models for the digital revolution

Professor

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Contact Information

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Language

English

Overview

This course focuses on identifying, designing, and assessing innovative business models for digital platforms. It also focuses on understanding the dynamics of digital platform ecosystems. Increasingly all industries are becoming “flipped” with the digital platform becoming the foreground whereas as the physical activities are becoming the background. Digital platform leadership is becoming increasingly vital for strategic advantage. This course is meant to give Master’s students a competitive advantage in terms of career preparation for full participation in aspects of business development and business model innovation in any industry where products and services are offered through digital platforms. Digital platform ecosystems are triggering new value chains, new business models & entirely new sets of partnering relationships.

The course takes a strategy approach to understanding dynamics, business models, & digital platform ecosystems. It has a general management multi-disciplinary orientation This course uses lectures, case studies and articles.

Prerequisites

The course will be easier for students who have studied business strategy.

Course Objectives

On completion of the course, the student will have advanced knowledge about:

- the nature and specifics of digital economy and digitally enhanced business models
- central concepts in the context of digital businesses
- current and potential future developments in the digital economy

Learning Outcomes

On completion of the course the student can:

- participate in developing business models in companies taking part in the digital competition
- take strategic and knowledge based decisions regarding digital business strategies
- contribute to new thinking and innovation processes in companies facing digitalization challenges

Mode of Assessment

Grading Criteria

- Case studies and participation 50%
- Final Exam 50%

Course Schedule (7 weeks – 3hrs)

1	BUSINESS MODELS INTRODUCTION
2	DIGITAL REVOLUTION AND BUSINESS MODELS
3	PLATFORM ECONOMY, NETWORKS AND ECOSYSTEM (PART 1)
4	PLATFORM ECONOMY, NETWORKS AND ECOSYSTEM (PART 2)
5	INNOVATION AND BUSINESS MODELS
6	BUSINESS STRATEGY, BUSINESS MODELS AND DIGITAL REVOLUTION
7	REVISION

Contact Hours:

On-line

MyCourse

This course is on MyCourse : **Yes**

Grading

- **Assessment 1 - Group work**

Assessment Type : Oral and Written Assignment

Description : case study

Weighting 50%

Length Detailed information will be provided on mycourse

Note: The group mark is an overall mark. However, the group mark is to be peer moderated, which means individual group members may receive different marks.

- **Assessment 2 : Final Exam Assessment**

Type : Individual Examination

The exam will consist of questions related to a given scenario and/or may also include general questions about theories that have been introduced. The exam aims to test your knowledge and understanding of the theory covered during the course, and importantly, it also aims to identify your critical thinking with respect to the real-world application of the course. More details with respect to the exam will be given closer to the date.

Weighting 50% Length Detailed information will be provided on mycourse

- **Late Submissions**

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 20% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Academic integrity

Be aware of the rules in University Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.