COURSE DETAIL

DIGITAL PLATFORMS FOR BUSINESS
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 111
UCEAP Course Suffix
UCEAP Official Title DIGITAL PLATFORMS FOR BUSINESS
UCEAP Transcript Title DIGITL PLATFORM BUS
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course introduces the world of digital platforms and helps understand what makes them click. From network effects to monetization strategies to metrics, students are exposed to the underlying nuts and bolts of creating successful digital platforms. Digital platforms – whose value proposition differs from the traditional pipeline business paradigm – still employ certain business fundamentals such as corporate governance, customer lifetime value, pricing, etc. The course also curates these fundamentals and applies them to a platform setting. Overall, the course aims to equip students to critically analyze digital platforms and serve as an impetus to creating their own. In this interdisciplinary course, students are exposed to the world of platform-based business models as well as the underlying fundamentals of finance and marketing. The course tries to answer interesting questions such as: what's Airbnb's business model, how much do you have to save every year for retirement, how do you read a company's balance sheet, why is Starbucks successful, how do you price a product, etc. For the platforms section of this course, students learn about platform models of business and how they differ from a traditional pipeline model of business. Students learn how platforms generate value through network effects. Students are exposed to the types of metrics they should keep in mind during various phases of a platform: startup, growth, and maturity. Finally, students learn about the types of industries most susceptible to the platform revolution, and thus, the future of platforms. For the finance part, students learn four carefully curated topics: corporate governance, basics of financial accounting, financial statement analysis, and time value of money. These topics allow a student to easily grasp the fundamentals of modern corporate finance and help to critically analyze contemporary issues in the world of business. The marketing part of the course attempts to unravel the secrets of what it takes to be global leaders in various products and services. The course delves into the fundamentals of marketing and introduces the idea of customer lifetime value-a principle that's indispensable in today's world of platforms. Finally, the course explores the idea of pricing, and various pricing strategies that are used by successful companies.

Language(s) of Instruction

English

Host Institution Course Number
IS2218

Host Institution Course Title
DIGITAL PLATFORMS FOR BUSINESS

Host Institution Course Details
https://nusmods.com/courses/IS2218/digital-platforms-for-business

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Information Systems and Analytics

Course Last Reviewed
2023-2024

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