Syllabus

Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Digital Platforms, Artificial Intelligence and Economics Impacts
Teacher	Karine Brisset and visiting professor
shared course	X No Yes
Hourly volume	18
Evaluation methods	Written exam or project
Course summary	This comprehensive course delves into the intricate relationship between digital platforms, artificial intelligence (AI), and their profound economic impacts. Students will gain an in-depth understanding of how these forces shape the modern business landscape and the implications they have on various industries, on competitive strategies. By combining theoretical insights with practical applications, this course equips students with the knowledge and skills to navigate the challenges and leverage the opportunities presented by digital platforms and AI. Course Objectives: Understanding the Landscape of Digital Platforms: Students will develop a comprehensive understanding of digital platforms, their key characteristics, and their role as transformative forces in the modern economy. They will explore different types of platforms, including marketplaces, social networks, and sharing economy platforms, and analyze their economic and social implications (network externalities, spillovers effects, etc ...) Analyzing the Impact of Artificial Intelligence on Business Models: This course will delve into the concepts and applications of artificial intelligence within the context of digital platforms. Students will examine how AI technologies, such as machine learning and natural language processing, are integrated into platform ecosystems and how they transform traditional business models. They will assess the potential benefits, challenges, and ethical considerations associated with the use of AI in digital platforms. Assessing the Economic Impacts of Digital Platforms: Students will critically evaluate the economic effects of digital platforms on various stakeholders, including consumers, businesses, and society as a whole. They will analyze the disruptions caused by platforms in different industries, the emergence of new business models, and the implications for market competition and regulatory frameworks. Strategies for Success in the Platform Economy: This course will equip students with strategic insights and frameworks to thrive in the platform economy. They will learn how to identify and evaluate opportunities for

	platform-based business models, understand the dynamics of platform competition, and develop strategies to achieve sustainable growth and competitive advantage in the digital ecosystem. Ethical and Legal Considerations: Students will explore the ethical and legal challenges posed by digital platforms and AI. They will examine issues related to data privacy, algorithmic bias, intellectual property, and platform governance. They will also analyze existing regulations and explore potential regulatory frameworks to ensure responsible and ethical practices in the platform economy. Practical Applications and Case Studies: Through real-world case studies, interactive discussions, and hands-on exercises, students will apply their knowledge to analyze and solve practical challenges related to digital platforms and AI. They will gain insights into successful platform businesses and understand the strategies employed by industry leaders. By the end of this course, students will possess a comprehensive understanding of the dynamics between digital platforms, artificial intelligence, and their economic impacts. They will be equipped with the analytical skills, strategic thinking, and ethical awareness necessary to navigate the complexities of the platform economy and contribute to its sustainable growth and development.
Skills	The course focuses on the following key competencies: - Reflecting on and developing the Economic Intelligence strategy related to platform economics: Students will learn to critically analyze the strategic aspects of intelligence gathering and decision-making within the context of digital platforms. They will explore how to develop effective strategies for Economic Intelligence specific to platform-based economies. - Designing and managing intelligence-driven management solutions: Participants will acquire the knowledge and skills to design and oversee management solutions that leverage Economic Intelligence in the context of digital platforms. They will learn how to effectively integrate intelligence-driven approaches into decision-making processes to optimize outcomes. - Advanced measurement, control, and utilization of general and digital tools: Students will gain advanced expertise in annalysiing how a wide range of general and digital tools related to business intelligence in the context of digital platforms can help to measure and control data, analyze trends, and extract valuable insights to drive informed strategic decision-making. - Developing and integrating highly specialized knowledge: The course aims to deepen students' understanding of digital platforms, AI, and their economic impacts by providing them with specialized knowledge. They will explore advanced concepts and theories related to platform economics, AI-driven business models, and the economic implications of digital transformation.

	By the end of the course, students will possess a solid foundation in understanding the interplay between digital platforms, AI, and economics. They will be equipped with the skills needed to critically analyze, strategize, and effectively utilize Economic Intelligence within the context of platform-based economies.