

Digital Platforms, AI & Economic Impacts

Navigating the complexities of the platform economy



PROGRAMME
Master 1

SEMESTER
Semester 2

CREDITS
2 ECTS

CONTACT HOURS
18h Lectures

Course Description

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 and 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.

Learning Outcomes

- Reflect on and develop Economic Intelligence strategies related to platform economics.
- Design and manage intelligence-driven management solutions leveraging digital platforms.
- Measure, control, and utilize general and digital tools for business intelligence.
- Develop and integrate highly specialized knowledge of AI-driven business models and transformation.
- Critically analyze, strategize, and effectively utilize Economic Intelligence in platform-based economies.

Indicative Content

- 1. Platform Landscape:** Marketplaces, social networks, sharing economy, and network externalities.
- 2. AI in Business Models:** Machine learning, NLP, and ecosystem integration.
- 3. Economic Impacts:** Industry disruptions, emergence of new models, and market competition.
- 4. Platform Strategies:** Identifying opportunities, sustainable growth, and competitive advantage.
- 5. Ethical & Legal Issues:** Data privacy, algorithmic bias, Intellectual property, and platform governance.

Teaching & Learning Approach

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.

Assessment

Written Exam or Project