Georg-August-Universität Göttingen **Module M.WIWI-WIN.0033: Digital Platforms**	6 C 4 WLH

Learning outcome, core skills: The objective of this course is to convey a basic understanding of the paradigms and intricacies of digital platforms and platform business models. Students will be able to apply this knowledge to critically analyze and evaluate digital platform approaches. Moreover, it equips them with the necessary theories and models to develop strategies for digital platforms and to assess current issues in the topic area quantitatively and qualitatively. In the exercise part of the course, students apply their acquired knowledge to real cases. Thereby, students will be equipped with the capability to work in a group on a specific problem and to develop solutions for it.	**Workload:** Attendance time: 56 h Self-study time: 124 h

Course: Digital Platforms (Lecture)
Contents:
Digital platforms are becoming increasingly important. Two-sided markets complement, extend and replace traditional modes of transacting in many domains. Examples include B2B and B2C e-commerce platforms, platforms for interorganizational integration, resale- and auction platforms, crowd work, delivery services as well as P2P services such as short-term accommodation sharing and ride sharing markets. Importantly, the platform principle bears several particularities which will be examined in this course. Central to the design and operation of digital platforms and associated business models is the existence of network effects, different user types und motives, and the paramount importance of reputation systems and management. Case studies and guest lectures complement the course.
 	
Topics covered in this course include:
 	
   • the economics of platforms and multi-sided markets,
   • platform business models,
   • user motives and types,
   • user representations on digital platforms,
   • pricing strategies for and on digital platforms,
   • trust and reputation systems.
	2 WLH

Course: Digital Platforms (Exercise) *Contents*: Within the accompanying exercise, the students deepen and extend the knowledge and skills acquired in the lecture by means of application tasks and examples. The practical application of the contents conveyed in the lecture is partly carried out using case studies.	2 WLH

Examination: Written examination (60 minutes) ! Digital Platforms	6 C
Examination requirements: • Demonstration of in-depth knowledge on the paradigms and intricacies of digital platforms and platform business models,	

- evidence of the ability to quantitively and qualitatively address current issues on digital platforms.

Admission requirements:	Recommended previous knowledge:
none	none
Language:	**Person responsible for module:**
English	Prof. Dr. Manuel Trenz
Course frequency:	**Duration:**
each winter semester	1 semester[s]
Number of repeat examinations permitted:	**Recommended semester:**
twice	1 - 3
Maximum number of students:	
not limited	