



Chair of Information Systems -
Innovation & Value Creation



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

SCHOOL OF BUSINESS
AND ECONOMICS

Platform Strategies (PS)

Prof. Srinivasan

Prof. Dr. Angela Roth

Syllabus

Lecturer:

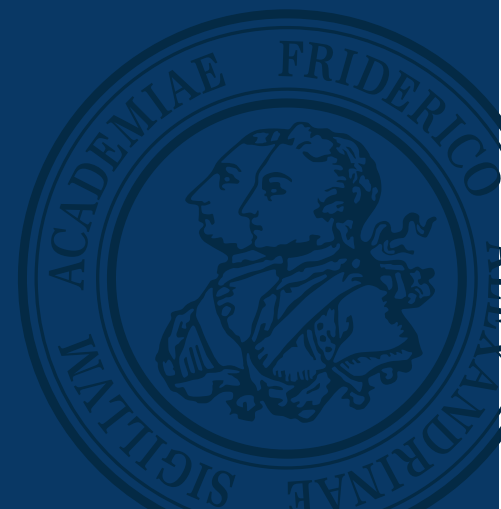
Prof. Srinivasan, guest lecturer from IIMB, India

Teaching Assistants:

Prof. Dr. Angela Roth | angela.roth@fau.de

Nina Lugmair | nina.lugmair@fau.de

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Course Overview

Note: Due to the SARS-CoV-19 Virus, this course is held in an interactive, virtual format using the newly acquired Zoom licenses for the whole university. In case of system collapse, other software is ready in reserve.

Students are still required to engage in discussions, questions and work in (virtual) groups, as well as present answers and solutions in the virtual meetings. The platform for communication is StudOn. All relevant information will be posted there. For the first session all students receive an e-mail with further instruction some days before the course.

Course Name:	Platform Strategies (PS) – link to UnivIS
Degree Programmes:	<ul style="list-style-type: none">International Information Systems (WPF WING-MA ab 1)Wirtschaftsingenieurwesen / Industrial Engineering (WPF WING-MA 1-3)Maschinenbau / Mechanical Engineering (WPF MB-MA-IP 2)
Lecturer:	Prof. Srinivasan, guest lecturer from IIMB, India Prof. Dr. Angela Roth
Teaching Assistants:	Prof. Dr. Angela Roth angela.roth@fau.de Nina Lugmair nina.lugmair@fau.de
(Virtual) Room:	Virtual Room via Zoom Meeting – all relevant information will be posted in StudOn. For the first session all students receive an e-mail with further instruction some days before the course.

Session	Date	Time
Session I <i>Lecture & Discussion</i>	Fr 12.11.2021	11:30 – 13:00
Session II <i>Lecture & Discussion</i>	Fr 19.11.2021	11:30 – 13:00
Session III <i>Lecture & Discussion</i>	Fr 26.11.2021	11:30 – 13:00
Session IV <i>Lecture & Discussion</i>	Fr 03.12.2021	11:30 – 13:00
Session V <i>Lecture & Discussion</i>	Fr 10.12.2021	11:30 – 13:00
Session VI <i>Lecture & Discussion</i>	Fr 17.12.2021	11:30 – 13:00
Session VII <i>Lecture & Discussion</i>	Fr 14.01.2022	11:30 – 13:00
Session VIII <i>Lecture & Discussion</i>	Fr 21.01.2022	11:30 – 13:00
Session IX	Fr 28.01.2022	11:30 – 13:00

<i>Lecture & Discussion</i>		
Session X <i>Lecture & Discussion</i>	Fr 04.02.2022	11:30 – 13:00

Type of Teaching: Interactive lecture with many discusses and group work in break out rooms.

Content Description: The course builds on the platform and network aspects in core strategy and aims to highlight the specific strategies for firms operating in multi-sided-markets. The course will cover most relevant concepts around platforms such as network effects, and how network effects impact/ create new business models. Core issues around platform-mediated network firms, such as standards, pricing, envelopment, and competition dynamics will be discussed. The course will be taught through a set of cases that ensures that participants appreciate the multi-dimensional nature of managing in network businesses.

Qualification Objectives:

The students

- can identify and unravel the business problem in a case study and actively take part in class discussions
- can describe platform intermediation in two sided markets, platform dominance and Winner-takes-all dynamics
- can develop strategies for creating platform mediated networks and understand pricing in these businesses

Literature: We use three different kinds of materials: (1) lecture slides, (2) scientific cases and (3) scientific articles

Group Size: The course is designed for a maximum of 25 participants.

Registration Dates:	Earliest	Latest
	01.10.2021 - 8:00	12.11.2021 - 23:55

StudOn: [Link to course](#)

Examination Dates:	Business Plan	Written Assignment
	Will be announced in the lecture, via upload on StudOn	Will be announced in the lecture, via upload on StudOn

Examination: The course grade will be determined based on the following mode of evaluation:

- Project Report (50%)
- Handout (50%)

- Participation Requirements:
- Solid command of English (all lectures and content will be in English)
 - This class demands the continuous participation in the **virtual** class discussions.
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Credit Points / Contact Hours: 5 ECTS / 4 SWS

(Recommended) Reading:

- Klemperer, P. 2005. Network effects and switching costs. In Durlauf, S.N. & Blume, L.E. (Eds.), The new palgrave dictionary of Economics, Palgrave Macmillan.
- Eisenmann T., Parker, G., & Van Alstyne, M. 2006. Strategies for two-sided markets. Harvard Business Review Oct. 2006.
- Hidding, G.J., Williams, J. & Sviokla, J.J. 2011. How platform leaders win, Journal of Business Strategy, 32, 2, 29-37.
- Suarez, F.F. & Kirtley, J. 2012. Dethroning an established plat-form, MIT Sloan Management Review, Summer 2012.
- Srinivasan, R. 2021. Platform Business Models – Frameworks, Concepts and Design (1st ed. 2021). Springer Heidelberg. pp 1-346.

The following books are suggested for the advanced reader on the basics on network economics.

- Shy O. 2001. The Economics of Network Industries, Cambridge University Press: Cambridge, England.
 - Gawer A, Cusumano M. 2002. Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Harvard Business School Press: Boston, MA.
 - Evans D, Hagiu, A, Schmalensee, R. 2006. Invisible Engines: How Software Platforms Drive Innovation and Transform Indus-tries, MIT Press, Boston, MA.
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Plagiarism:

What is plagiarism?

- Plagiarism is the unauthorized use or close imitation of the language and thoughts of another author and the representation thereof as one's own original work

There is a zero tolerance policy for plagiarism!

- Each assignment will be checked for plagiarism using a variety of methods

- Any case of plagiarism will be reported to the board of examiners

Consequences of plagiarism

- The final grade will be a 5.0
- The paper containing suspected plagiarism will be forwarded to the board of examiners, who will decide about further consequences. Plagiarism is a serious offence that can lead to severe consequences like a removal from the register of students