



Competitive Strategies Within and Between Platform Markets (BMME086)

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MSC. ELECTIVE (SM, SE, BIM)

BLOCK 3 (MAX. 96 STUDENTS)



Relevance

Platform are economically relevant:

- ▶ “Platformization” of the economy (The Economist, 2014)
- ▶ \$3 trillion market cap. of public platform companies (GGE, 2015)
- ▶ 70 percent of “unicorn” companies are platform companies (CGE, 2015)

Platforms are distinctively different:

- ▶ Multisided
- ▶ Network externalities
- ▶ Complementor face unique challenges
- ▶ Platforms act as market governors

Platforms are academically versatile:

- ▶ Management
- ▶ Economics
- ▶ Information systems

Learning objectives

After following this course, you will be able to:

- ▶ Explain why dominant standards arise in markets for technology
- ▶ Analyze how platforms can unlock network externalities
- ▶ Understand what governance frameworks platforms can use
- ▶ Explain what market structures look like within platform ecosystems...
- ▶ And, how this affects competitive dynamics for complementors
- ▶ Recognize how platforms change the way people and firms interact

Course Structure

What you'll get:

- ▶ 5 interactive seminar-style lectures
- ▶ 6 workshops with break-out groups
- ▶ 1 guest lecture
- ▶ 1 final presentations session

What you're evaluated on:

- ▶ Participation and attendance (i-15%)
- ▶ Case presentations (g-25%)
- ▶ Term paper and final presentation (g-60%)



airbnb

Philips Hue

- ▶ Global dominant platform for connected lighting
- ▶ Gain insights from the head of strategy
- ▶ Unique opportunity to work on real problems:
 - ▶ Competition from outside incumbents
 - ▶ Shifting value proposition
 - ▶ Entry into entertainment industries
 - ▶ Facing the risk of envelopment
- ▶ Potential future career opportunities





Hue Entertainment Professional
Creating state-of-the-art light scripts

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I believe that two-sided platforms are very relevant to know nowadays. It has opened my eyes to this type of business model that is more and more important as digitization grows.

Very interesting and new topic; Joost seems very enthusiastic which is inspiring; good firm cases; great opportunity to work with a 'real' company like Philips

One of the strongest points is definitely the professor. I cannot imagine there is a better person to teach this class; it is impossible to not listen to him, due to his enthusiasm, openness and knowledge.

Great execution, interesting assignments, very good choice of papers, fantastic lecturing and involvement of class, very good choice and design of assignments - best course I had at RSM!

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