

Platform Business Models Syllabus

Week/Module	Topics	Release Date
Week 0: Welcome Guide	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ 	31 st July 2023
Week 1: Introduction to Platform Business Models	<ul style="list-style-type: none"> • Introduction to PBMs • Business Models & Strategy • Platform Roles • Unique Characteristics of Platforms • Simple and Multisided Platforms 	31 st July 2023
Week 2: Network Effects & The Penguin Problem	<ul style="list-style-type: none"> • Basics of Network Effects • Platform Representation Diagram • The Penguin Problem • Solving the Penguin Problem • Network Mobilization Strategies • When to Subsidize 	11 th August 2023
Week 3: Pricing in Platforms	<ul style="list-style-type: none"> • Pricing in Platforms • Money and Subsidy Sides • Cheaper Than Free Pricing • Permanent Subsidies • Monetising Both Sides 	18 th August 2023
	Mid – Term Assessment	18 th August 2023 Due Date: 18th September 2023

Week 4: Platform Architecture	<ul style="list-style-type: none"> • Value Architecture • Coring and Tipping • Winner Takes All Markets • Open and Closed Platforms • Shared and Proprietary Platforms 	25 th August 2023
Week 5: Competing in a Platform Ecosystem	<ul style="list-style-type: none"> • Platform Envelopment • Racing to Acquire Customers • Platform Risks • Competing in Contestable Markets • Regulating Platforms 	1 st September 2023
	End – Term Assessment	29 th September 2023 Due Date: 29th October 2023

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.