Course Code	MB18MI07	Course Name		MANAGING DIGITAL PLATFORMS	Course Category		Foundation Course		L	T	P	C
									2	0	2	3

Pre-requisite Courses		Co-requisite Courses			Progressive Courses	
Course Offering Department	MBA		Data Book / Codes/Standards			

Course Learning Rationale (CLR): *The purpose of learning this course is to:*

		Learning	Program Learning Outcomes (PLO)
CLR-1 :	Enhance the knowledge on Digital Platforms		
CLR-2 :	Understanding of the Platform Architecture and Governance		
CLR-3 :	Knowledge on the Platform Technologies and culture		
CLR-4 :	Understanding on the Global Digital Divide		
CLR-5 :	Awareness on Digital Media and the Roots of Marketing Strategy		
CLR-6	Understanding the Global digital Platforms		

Course Learning Outcomes (CLO): *At the end of this course, learners will be able to:*

		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Application of multidisciplinary knowledge comprising of finance, operations, system	Usage of business metrics to evaluate business projects to develop growth strategies	Authorize the students to innovate and execute the business idea during the challenging business situation
					1	2	3	4	5	6	7	8	9	10	11	12
CLO-1 :	Learning the attributes of Digital Platforms	1	60	50	H	M	H	M	L	H	M	H	M	L	M	H
CLO-2 :	Understanding the concept of Platform Architecture and Governance	1	50	70	L	H	L	L	M	L	H	L	L	M	H	L
CLO-3 :	Understanding the Platform Technologies and culture	2	80	75	M	H	L	L	M	M	H	L	L	M	H	M
CLO-4 :	Understanding the Global Digital Divide	2	80	70	M	H	L	L	M	M	H	L	L	M	H	M
CLO-5 :	Knowledge of Digital Media and the Roots of Marketing Strategy	2	80	70	M	L	H	H	L	M	H	H	L	M	H	M
CLO-6 :	Learning the Global digital Platforms	2	90	80	M	H	M	L	M	M	H	M	L	M	H	M

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction	Platform	Platform competition	Overview on Global divide	Digital Media
	SLO-2	Digital Platforms	Introduction	Overview of platform competition	Major policies- overview	Roots of Marketing Strategy

S-2	SLO-1	Types of Digital Platforms	Platform Architecture	Platform Technologies	Opportunities in Global divide	Cross media Marketing Strategy
	SLO-2	Eco system	Types and concepts of Platform Architecture	Development of Platform Technologies	Challenges in Global divide	Marketing self
S-3	SLO-1	Digital Eco system	Governance	Political culture	Future of Digital Platforms	Branding
	SLO-2	Growth of Digital enterprises in India	Factors involved in Digital Governance	Concepts involved in Political culture	Strategies on Digital platforms	Branding Strategies
S-4	SLO-1	Opportunities of Digital Enterprises	Media Optimization	Intellectual properties in Digital Economy	Participation of Digital Platforms in Global Scenario	Overview of Innovation
	SLO-2	Phases of Industrial transition	Latest trend in Media optimization	Instruments of Digital Economy	Social Media	Digital business Innovation
S-5	SLO-1	Growth –concept and issues	Channel optimization	Pricing Policies	Concepts in Social Media	Types of Digital business innovation
	SLO-2	Development- concept and issues	Resource Profile of the Channel Optimization	Overview of Pricing policies	Social Media and its Importance	Concepts Involved in Digital Business innovation
S-6	SLO-1	Challenges of Digital Enterprises	Audience platform Utilization	Types of Pricing policies	Social Media Strategies	Decision Rights and Control
	SLO-2	Case study and Discussion	Case study and Discussion	Impending reforms	Case study and Discussion	Case study and Discussion
Learning Resources		1. Shailesh Kumar Shivakumar, Enterprise Content and Search Management for Building Digital Platforms, John Wiley & Sons, 16– Dec–2016 2. Craig Dempster, John Lee,The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High–Growth Digital Advertising Platforms, John Wiley & Sons, 2015. 3. Yu–li Liu, Robert G. Picard,Policy and Marketing Strategies for Digital Media, Routledge, 2014. 4. Dal Yong Jin,Digital Platforms, Imperialism and Political Culture, Routledge, 2015 5. Don Passey, Steve Higgins,Learning Platforms and Learning Outcomes, Routledge, 08–Apr–2016.				

		Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination (50% weightage)	
		CLA -1 (5marks)		CLA -2 (5marks)		CLA-3 (10marks)		CLA -4 (15marks)		CLA -5(15marks)		Marks -100 which will be weighted at 50%	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			Theory	Practice
Level 1	Remember / Understand	30	30	30	30	30	30	30	30	30	30	30	30
Level 2	Apply / Analyze	30	30	30	30	30	30	30	30	30	30	30	30
Level 3	Evaluate / Create	40	40	40	40	40	40	40	40	40	40	40	40
	Total	100 %		100 %		100 %		100 %		100%		100 %	

CLA – 1-5: can be from any combination of these: Class Participation, Surprise Test, Cycle test, Model Examination, Mini-Projects etc.,

Course Designers		
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