Understanding Platform Business

1. Introduction

In this course, students are asked to study the reasons for the platform business model to emerge as a dominant business model, and analyze platform businesses’ strengths and evolution paths. Through the actual interaction with the current platform companies such as site visits and discussion with staffs of those, students are expected to develop insights for the model and understand companies' decision-making processes from the view of practitioners. Students will visit representative platform business companies in Korea such as Kakao and Naver, and their business problems will be analyzed by students themselves.

2. Class Information

Instructor: Professor Byungjoon Yoo Ph.D.

Office: LG Building 616, e-mail: byoo@snu.ac.kr

Tel: 02-880-2550, Mobile: 010-9209-0610

Class Time: MTW PM 1:00 – PM 4:00 (First 3 Classes: From July 3rd)

MTWTh PM 1:00 – PM 4:00 (9 Classes: From July 6th)

MTWTh PM 1:00 – PM 4:00 (Last 3 Classes: July, 24th~26th(26th Final))

Class Format: Offline for first 3 and last 3 classes (LG Building 120)

Offline or online classes for 9 classes in the middle

(LG Building 120 or Zoom online)
Text book: Lecture Notes will be provided


TA: Jung-jun Lee 202222210@snu.ac.kr

3. **Team Project: Report and Presentation (60%)**

Students will be assigned to a team with 5 or 6 members. Then your team will be asked to analyze the problems and questions suggested by the platform company assigned to the team. Each team should prepare for the presentation of their analysis about the problems of each company assigned. Then all the students in class together will discuss about the analysis and issues presented.

4. **Final Exam (20%, Open Book)**

After the conclusion of the course, there will be a final exam which covers all aspects of the class. (2 Hour Exam)

5. **Participation (20%)**

In class, many cases and contents about platform businesses will be discussed related to the contents covered. You are expected to attend all classes and encouraged to participate in discussion actively. There will be points for active participation to this class.
6. Ground Rules

- No food to class
- Be on time.

7. Grading

Participation: 20% (Including Attendance and Class Participation)

Team Project Presentation & Report: 60%

Final: 20%

9. Class Schedule

**Lecture 1**

Course Introduction

Introduction to Platform Business Model

**Lecture 2 (Team members assigned)**

Introduction of Platform Companies

Discussion about Their Problems

**Lecture 3**

Introduction of Analytic Framework for Team Analysis
**Lecture 4-12**

Team Meeting with each Company assigned

More Detailed Discussion with Company’s staffs

Discussion about the Progress with Professor and TA

**Lecture 13-14**

Team Project Presentation with Companies, Professor and all classmates

**Lecture 15**

Final Exam (July 26th)