



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

MANAGING DIGITAL PLATFORMS								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBE41	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Management of Information Systems								
SDGs Mapped: SDG 9 (Industry, Innovation and Infrastructure), SDG 8 (Decent Work & Economic Growth)								

I. COURSE OVERVIEW:

This course provides an understanding of digital platforms and their role in transforming modern enterprises. It introduces to the architecture, governance, and optimization of platforms, while highlighting the challenges and opportunities in the digital ecosystem. Students will explore intellectual property issues, pricing policies, and the global perspective of digital technologies. The course also emphasizes innovation, branding, and cross-media strategies through practical insights and case studies, preparing learners to manage and leverage digital platforms effectively.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The evolution, growth, and challenges of digital platforms in business ecosystems.
- II. The architecture, governance, and optimization strategies of digital platforms.
- III. The role of intellectual property, pricing, and competition in digital technologies.
- IV. Global opportunities, policies, and strategies shaping the future of digital platforms.
- V. Branding, digital media, and innovation through electronic forms of digital technologies.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Recall fundamental concepts of cloud computing and digital platforms relevant to business.
- CO2 Explain the architecture, governance, and optimization strategies of digital platforms.
- CO3 Apply cloud-based and digital technologies to solve managerial and operational problems.
- CO4 Analyze intellectual property, pricing policies, and legal issues in the digital economy
- CO5 Evaluate the opportunities, risks, and global perspectives of digital platforms in business strategy
- CO6 Create innovative business models and marketing strategies leveraging digital and cloud technologies.
(Create)

IV.COURSE CONTENT:

MODULE – I: INTRODUCTION TO DIGITAL PLATFORMS (08)

Types of Digital platforms; Emergence of digital platforms Eco system, Digital eco system; Growth of Digital Enterprises in India; Opportunities of Digital Enterprises; Phases of Industrial transition; Growth-Concept and Issues; Development- Concept and Issues; Challenges of Digital Enterprises. Business Models for Digital Platforms.

MODULE - II: DIGITAL PLATFORM ARCHITECTURE (10)

Platform Architecture, Types and concept of Platform Architecture; Governance-Factors involved in Digital Governance; Media Optimization, Latest trends in Media optimization; Channel Optimization; Resource profile of channel optimization, Audience platform utilization

MODULE - III: DIGITAL TECHNOLOGY AND INTELLECTUAL PROPERTY (09)

Overview of Platform competition, Platform Technologies, Development of platform technologies, Political culture, Concepts involved in political culture.

Intellectual properties in Digital Economy, Instruments of Digital Economy, Pricing policies, Overview of pricing policies, Types of pricing policies

MODULE - IV: FUTURE PERSPECTIVE OF DIGITAL TECHNOLOGY (10)

Overview on global divide, Major policies, Opportunities in Global divide, Future of digital platforms, Strategies in digital platforms, Participation of Digital platforms in global scenario.

MODULE - V: ELECTRONIC FORMS OF DIGITAL TECHNOLOGY (08)

Digital Media, Roots of marketing strategy, Cross media marketing strategy, marketing self, Branding, Branding strategies, Overview of Innovation, Digital business innovation, Types and concepts involved in Digital business innovation, Case Studies.

V.TEXT BOOKS:

1. Michael A. Cusumano, Annabelle Gawer, David B. Yoffie, The Business of Platforms: Strategy in the Age of Digital Competition, Innovation, and Power, Harper Business
2. Swaminathan T. N., Karthik Kumar, Digital Marketing: From Fundamentals to Future, Andrew McAfee and Erik Brynjolfsson, Cengage Learning India
3. Dave Chaffey, Fiona Ellis-Chadwick, Digital Marketing, Pearson
4. Abhishek Das, Applications of Digital Marketing for Success in Business, BPB Publications

VI. REFERENCE BOOKS:

1. Chris Westfall, The New Elevator Pitch: The Definitive Guide to Persuasive Communication in the Digital Age, Marie Street Press.
2. Feras Alhlou, Shiraz Asif, Eric Fettman Google Analytics Breakthrough: From Zero to Business Impact, Wiley.
3. Sumesh Singh Dadwal, Innovations in Technology and Marketing for the Connected Consumer; IGI Global.

VII. WEB REFERENCES:

1. <https://www.pdfdrive.com/cloud-security-a-comprehensive-guide-to-secure-cloud-computing-e16098716.html>
2. <https://www.pdfdrive.com/secure-cloud-computing-e26598533.html>

VIII. E-TEXT BOOKS:

1. <http://www.e-booksdirectory.com/details.php?ebook=10166>
2. <http://www.e-booksdirectory.com/details.php?ebook=7400re>