

ECO4145 - Platform Economics Syllabus

Fall 2020

Instructor Information

Instructor

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Office Location & Hours

Building A, 2nd floor, Room #A306

Everyday except Monday

General Information

Description

The course aims to analyze the economic principles of platforms that connect one group of customers with another group of customers. In the first part of the course -after an introduction to the basic concepts and principles of platform economics- value creation and ecosystem of platforms will be analyzed both from theoretical and empirical perspectives. In the second part of the course, business models and competitive strategies of the local and global companies such as Yemeksepeti, Bitaksi, Gitti Gidiyor, eBay, Amazon, Alibaba, Uber, Airbnb, Booking will be elaborated via students' presentations or by guest lecturers. The course also aims to discuss new ideas to start a platform business.

Expectations and Goals

After completing this class students should be able to:

- Identify platforms
- Explain the functioning of a platform
- Identify network effects
- Evaluate direct and indirect network effects
- Analyze platform business models
- Evaluate platforms' behaviors
- Analyze platforms' competitive strategies
- Acquire a solid understanding for promotion and subsidy strategies



Course Materials

Required Texts (*e-books*)

The text for the class that corresponds closely to the lectures is

- **Matchmakers: The New Economics of Multisided Platforms** by David S. EVANS, Richard SCHLAMANESE, Harvard Business Review Press, 2016. 

Recommended Readings and Supplementary Materials

- **Platform Revolution** by Geoffrey G. PARKER, Marshall W. Van ALSTYNE, Sangeet P. CHOUDARY, W. W. Norton & Company, 2016. 
- **The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google** by Scott GALLOWAY, Portfolio, 2017. 

Below cited magazines, blogs, and podcasts may be helpful to stay informed about current events:

- [The Economist-Economics](#), [BusinessWeek-Tech](#), [HBR-The Platform Economy](#)
- matchmakereconomics.com, digitalcommunity.mit.edu, platformed.info, innovationtactics.com
- [MIT Digital](#), [Girişimci Muhabbeti](#), [Lumost](#)

Course Grading and Deliverables

The weightings for the grade of this class are:

- Visa Exam 30%
- Presentation 30%
- Final Exam 40%

Visa Exam & Final Exam

These exams will cover discussed topics and supplied documents. They will be closed book, closed notes. However, during these exams you can use a Memo Sheet. Memo Sheet is a single A4 sized paper that you can fill both side of it with any information. The only restriction about the Memo Sheet is: it cannot be a photo-copy or a printed copy!

Presentation

The presentation is expected to be an analytical exhibition of a platform business model. Group work is permitted up to three students. The revised version of the presentation should be submitted to the system by the last week of the semester. The presentation should address one of the following topics:

- Starting a platform business: pick a platform business idea and analyse its prospects for success using course concepts
- Advising an existing platform business: pick an existing platform and analyse its history and current strategy challenges using course concepts

Course Schedule

Week	Topic	Materials
Week 1	Introduction to the Course	Intro of Matchmakers
Week 2	Basic Concepts and Economic Principles for Platforms	Ch. 1, 2, 3 of Matchmakers.
Week 3	Value Creation on Platforms	Ch. 4 of Matchmakers.
Week 4	Critical Mass, Pricing for Profitability and Growth	Ch. 5, 6 of Matchmakers
Week 5	Platform's Ecosystem	Ch. 7 of Matchmakers
Week 6	Building and Managing the Platform	Ch. 8, 9 Matchmakers
Week 7	Evaluating Platform Pioneers	Ch. 10 of Matchmakers
Week 8	The Transformation of Payments and Retail	Ch. 11, 12 Matchmakers
Week 9	The Future of Platforms	Ch. 13 Matchmakers
Week 10	TBA	
Week 11	Presentation and Discussion Session 1	Presentation Session #1 Folder
Week 12	Presentation and Discussion Session 2	Presentation Session #2 Folder
Week 13	Presentation and Discussion Session 3	Presentation Session #3 Folder
Week 14	Presentation and Discussion Session 4	Presentation Session #4 Folder

Policy on Cheating and Plagiarism

Academic dishonesty in the form of cheating, lying, or plagiarizing will be punished to the fullest extent allowable by the university.