

Course No.		Lecture No.		Course Title (Subtitle)	Understanding Businesses	Platform	Credit	3
Representative Instructor	Name	Byungjoon Yoon	(post :)	Homepage			
	E-mail				Phone No.			
	Office Hour/Place :							

Prerequisite Course								
*1. Purpose of Course	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. Materials and Reference	Lecture Notes for platform businesses will be provided. References: <i>E-Commerce: Business, Technology, Society</i> , Laudon and Traver, 16 th Global Edition, Pearson Education , 2020-21. <i>Information Rules</i> , H. Varian & C. Shapiro, Harvard Press, 1998. <i>Platform Revolution: How Networked Markets Are Transforming the Economy—and How to Make Them Work for You</i> , Geoffrey G. Parker, Marshall W. Van Alstyne, Sangeet Paul Choudary, W.W. Norton & Company, 2016.							
*3. Evaluation (%)	Attendance	Assignment	Midterm	Final	Additional Evaluation	Attitude	Other	합계
	10	60		20		10		100
	Attendance Policy :		Students who are absent for over 1/3 of the class will receive a grade of 'F' or 'U' for the course. (Exceptions can be made when the cause of absence is deemed unavoidable by the course instructor.)					
	Other Remarks :							

*4. Lecture Plan		<p>Lecture 1: Introduction to Platform Business Models</p> <p>Lecture 2: Platform Business Models and AI, Big Data Analytics</p> <p>Lecture 3: Platform Business Models in Different Industry & Service Areas</p> <p>Lecture 4: Field Study: Visit platform business companies</p> <p>Lecture 5: Field Study: Visit platform business companies</p> <p>Lecture 6: Field Study: Visit platform business companies</p> <p>Lecture 7: Field Study: Analyze Business Problems suggested by companies</p> <p>Lecture 8: Field Study: Analyze Business Problems suggested by companies</p> <p>Lecture 9: Field Study: Analyze Business Problems suggested by companies</p> <p>Lecture 10: Field Study: Analyze Business Problems suggested by companies (Mid-Check by Course Instructor and Companies, and feedback)</p> <p>Lecture 11: Field Study: Analyze Business Problems suggested by companies</p> <p>Lecture 12: Field Study: Analyze Business Problems suggested by companies</p> <p>Lecture 13: Field Study: Final Presentation to Companies and Course Instructor</p> <p>Lecture 14: Field Study: Business Case Review & Exam Review</p> <p>Lecture 15: Final Exam</p>
5. Additional Notes for Students		
6. Assistance for Students with Disabilities	Class	<p>○ Visual Impairment: Make textbooks(digital textbook, braille textbook, enlarged textbook etc.), Allow note takers</p> <p>○ Physical Disability: Make textbooks (digital textbook), Allow note takers and assistants</p> <p>○ Hearing Impairment: Allow note takers and translators, Allow lecture recording</p> <p>○ Health Impairment: Excuse absence due to health problems, Allow note takers</p> <p>○ Learning Disability: Allow note takers</p> <p>○ Intellectual Disability / Autism Spectrum Disorder: Allow note takers and mentors</p>
	Assignment & Evaluation	<p>○ Visual Impairment / Physical Disability / Hearing Impairment / Health Impairment / Learning Disability: Extend assignment deadlines, Offer alternate assignment submission and response method, Extend testing period, Offer alternate testing method, Offer different testing room</p> <p>○ Intellectual Disability / Autism Spectrum Disorder: Offer individualized assignments and alternative evaluations</p>
	Others	<p>Students who take this course can get appropriate level of support service including the support listed above depending on the students' individual characteristics and needs through consultation with professors and the Support Center for Students with Disabilities. If you have any questions concerning support service for students with disabilities you can contact Professor ***(Contact Information) or Support Center for Students with Disabilities (02-880-8787).</p>