

Micro-course description

Module: Digital business, competition and regulation

Academic year: 2023-2024

Credits: 1 ECTS

Lecturer: Thomas Le Texier

Institution: Université de Rennes, CREM-CNRS

Period: From March 6 to April 24, 2024

Description: The Internet and digital technologies deeply shape the way firms produce and distribute their products and services and how users consume and share them. Although tremendous business opportunities arise from the digital industries, they may generate threats for competition and be harmful to consumers. This course provides a theoretical and practical understanding of the features of the digital economy. Formally, it presents the cutting-edge business models which develop in the digital industries. It focuses on platform-based business models, and shows the different price and non-price instruments digital entrepreneurs should consider when designing their digital business strategies. This course insists on the excellent understanding of the characteristics of the consumers' demand to define suitable digital business models, as well as the very good knowledge of competition policy at the digital age. Since competition with algorithms, privacy, dark patterns, and insidious third-party attacks is becoming a regular competition pattern, this course provides the opportunities and challenges at stake for digital entrepreneurs to fully succeed when doing their business online.

Entrepreneurial areas and competencies:

Areas	Entrepreneurship Competences	Level of acquisition (C1, C2 or C3)	Category of competences	Evaluation / Competence assessment method
1. Ideas and opportunities	1.1 Spotting opportunities	C2	Applying	<p>Technique: Readings and Participation to the <i>Zero-to-One</i> Challenge (individual teamwork + mentorship supervision).</p> <p>Theme: New business strategies in digital markets where digital competition policy evolves. Contents of lessons 1-4.</p> <p>Learning outcome: The students spot an opportunity to develop a business proposal directed to a precise community of customers.</p>
	1.4 Valuing ideas	C2	Applying	<p>Technique: Readings and Participation to the <i>Zero-to-One</i> Challenge (individual teamwork + mentorship supervision).</p> <p>Theme: Suitable business strategies to gain from the appearing of a very new technology. Contents of lessons 1-4.</p> <p>Learning outcome: The students present a developed business proposal to show how to benefit from an emerging and unconventional technology (e.g., generative AI). Additionally, they provide a poster that overviews their reflection.</p>

Module delivery:

Delivery	Activity (in chronological order)	Hours	Dates and time	Content and materials
Asynchronous	<ul style="list-style-type: none"> <i>(Lecture Video)</i> 	1h	Week of March 11, 2024	Full presentation of the <i>Zero-to-One</i> Challenge. Framework and instructions (TBD). + Team Draw
Asynchronous	<ul style="list-style-type: none"> <i>Readings</i> 	6h	Weeks of March 6 to April 3, 2024	Articles & reports readings (related to business modeling and digital competition policy).
Synchronous	<ul style="list-style-type: none"> <i>Lesson 1: Welcome to the course!</i> + <i>How to know and serve your consumers well in digital markets 1: The Basics</i>	3h	March 6, 2024	Welcome session and description of the main activities to be carried out during the course. Explanation of the topic by the lecturer, with interactive 'on-the-fly' Q&A.
Synchronous	<ul style="list-style-type: none"> <i>Lesson 2 : How to know and serve your consumers well in digital markets 2: Networks and platform business models</i> 	3h	March 14, 2024	Explanation of the topic by the lecturer, with interactive 'on-the-fly' Q&A.
Synchronous	<ul style="list-style-type: none"> <i>Lesson 3: Competing with algorithms, privacy and dark patterns. Concepts and strategies.</i> 	3h	March 27, 2024	Explanation of the topic by the lecturer, with interactive 'on-the-fly' Q&A.
Synchronous	<i>Mentorship session</i>	3h	April 3, 2024	Advices following midterm/unachieved proposals for the <i>Zero-to-One</i> Challenge (team by team, individual interactive sessions)
Synchronous	<ul style="list-style-type: none"> <i>Lesson 4: Digital business practices and competition policy: Do's and Don'ts!</i> 	3h	April 10, 2024	Explanation of the topic by the lecturer, with interactive 'on-the-fly' Q&A.

Synchronous	• <i>Your Zero-to-One Challenge proposal</i>	3h	April 24, 2024	Presentation by the teams taking part to the Challenge, with peer-feedbacks.
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Total 25 hours (1 ECTS)

Number of hours in ASYNC delivery: 7

Number of hours in SYNC delivery: 18

European values	Covered in 2 nd interaction (select the European values included in your micro-course)	How will be European values covered (describe how the European Values will be used/discussed/etc.)
Human dignity	-	-
Freedom	-	-
Democracy	-	-
Equality	-	-
Rule of law	X	In Lesson 4, it is explained that any business proposal must comply with the current European legal framework.
Human rights	-	-