

Micro-course template

Module: Digital business, competition and regulation

Academic year: 2023

Credits: 1 ECTS

Lecturer :Thomas LE TEXIER

Institution : Université de Rennes, CREM-CNRS

Period: March 22nd- May 3rd, 2023

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	Category of competences	Evaluation / Competence assessment method
1. Ideas and opportunities	1.1. Spotting opportunities	C3	Analyzing	The Zero-to-One Challenge: Deliverable and peer-feedback
	1.2. Creativity			The Zero-to-One Challenge: Deliverable
	1.3. Vision	C3	Analyzing	The Zero-to-One Challenge: Deliverable and peer-feedback
	1.4. Valuing ideas	C2	Applying	The Zero-to-One Challenge: peer-feedback
2. Resources	2.1. Self-awareness and self-efficacy	C3	Evaluating	The Zero-to-One Challenge: Deliverable and peer-feedback
	2.3. Mobilising resources	C3	Analyzing	The Zero-to-One Challenge: Deliverable
	2.4. Financial and economic literacy	C3	Analyzing	The Zero-to-One Challenge: Deliverable
	2.5. Mobilizing others	C3	Analyzing	The Zero-to-One Challenge: peer-feedback

3. Into action	3.1. Taking the initiative	C2	Evaluating	The Zero-to-One Challenge: Deliverable
	3.2. Planning and management	C2	Evaluating	The Zero-to-One Challenge: Deliverable
	3.3. Coping with uncertainty, ambiguity and risk	C3	Analyzing	The Zero-to-One Challenge: Deliverable
	3.4. Working with others	C3	Analyzing	The Zero-to-One Challenge: Deliverable and peer-feedback
	3.5. Learning through experience	C3	Analyzing	The Zero-to-One Challenge: Deliverable and peer-feedback

Module delivery:

Delivery	Activity	Hours	Dates	Content and materials
Asynchronous	<i>(Lecture Video)</i>	<1h	March 27 – 31	Lesson 1.5. Full presentation of the Zero-to-One Challenge. Framework and instructions (TBD).
	<i>Lecture readings</i>	5h		Reading articles/reports related to platform business modeling and digital competition policy.
	<i>Blog/Vlog</i>	5h		Getting aware and up-to-date to digital business actuality.
Synchronous	<i>Interactive sessions</i>	4*3h	March 22 18h00	Lesson 1 : - Opening session: Welcome to the course! - The output to be delivered at the end of the course: The From-Zero-to-One challenge + draw - How to know and serve your consumers well in digital markets 1. The basics.
			April 6 18h00	Lesson 2: - How to know and serve your consumers well in digital markets 2. Networks and platform business models.
April 12 18h00			Lesson 3: - Competing with algorithms, privacy and dark patterns. Concepts and strategies.	
April 20 18h00			Lesson 4: - Digital business practices and competition policy: Do's and Don'ts!	
	<i>Final project</i>	3	May 3 18h00	Your Zero-To-One challenge business proposal:

				<ul style="list-style-type: none">- Delivering a final presentation- Providing peer-feedback
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