

MGT562 Ecosystem Design

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Technological advancement and digitalisation have changed the industry landscape rapidly through market disruptions. Platform-based companies such as Airbnb, Alibaba, Alphabet, Baidu, Coinbase, Microsoft, PayPal, Pinduoduo, Shopify, and Tencent have grown and attained dominant positions. MGT562 Ecosystem Design examines the concept of an ecosystem and how enterprises can design their businesses for high scalability and dominant industry positioning. Students will learn how to apply the power of systems thinking to identify and understand the motivations of the various stakeholders in the ecosystem. The criteria for highly scalable platforms based on network effect (direct and indirect forces) and switching costs are also demonstrated through the use of simulation software. Students will also learn how to design a holistic ecosystem and devise a suitable execution plan for a minimal viable ecosystem (MVE).

Topics:

- System Design I: Stakeholders Analysis, System Archetypes, and Mapping
- System Design II: Platform Architecture and Network Effect
- System Design III: Technology Roadmap and Open Innovations
- Ecosystem Design I: Minimum Viable Ecosystem (MVE)
- Ecosystem Design II: Business Modelling and Validations
- Ecosystem Design III: Strategic Alliances and Partnership

Learning Outcome:

- Appraise the framework of ecosystem
- Estimate the power of systems thinking and the network effect
- Construct a platform-based business model
- Design highly scalable business networks
- Propose a minimum viable ecosystem (MVE)
- Prioritise the different thinking types
- Critique the key skills in strategic foresight

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	10
	PARTICIPATION 1	15
	GROUP BASED ASSIGNMENT 1	25
Overall Examinable	ECA	50

Components		
Total		100