

國立台灣科技大學 114學年 第2學期 課程大綱

Spring 2026 NTUST Course Outline

授課教師：葉峻賓

Instructor: Chun-Ping Yeh

課程名稱：平台策略與創新

Course Title : Platform Strategy and Innovation

2026/6/22

<p>課程代號： MA5802701 Course Code</p> <p>學分數： 3 Credits</p>	<p>必選修：選修/半學年 Required/Elective: Elective/Half Yr.</p> <p>先修課程： Prerequisites</p>
<p>節次教室： T6(TR-812) T7(TR-812) T8(TR-812) Time/Location</p>	
<p>專業核心能力： 了解全球商業當中不斷變化的活動及議題。 Core Professional Competencies 能夠分析與全球化相關而不斷演化的挑戰。 能夠獨立解決跨功能的衝突。 能夠將管理知識整合到技術專業。 具備將管理理論應用到商業實務上的能力。 能夠在團隊合作活動當中演練與實踐組織與管理的理論。</p>	
<p>課程網址： Course Website</p>	
<p>課程宗旨： Digital platforms, defined as a digital place where multiple parties jointly create value for customers, have become an integrated part of a firm's strategy and our lives. In fact, way back to 2013, 14 of the 30 largest brands in the world were platform companies. Platform-based companies (e.g., Google, Facebook, Amazon, eBay, VISA, Mastercard, etc.) have merged as a dominant force in reshaping the landscape where and how businesses compete. Platform-based strategies transform the old economy to a new one where netizens handle their daily lives on the Internet. Given this mega trend, a deeper understanding of this direction of change is indispensable. Therefore, this course aims to explore the unique features of a multi-sided platform and associated strategic challenges from theoretic foundations and practices to equip students with capabilities to rethink the impact of Internet-based platforms on strategy, marketing, operations, and the most importantly, the economic fundamentals upon which the business is built.</p>	
<p>課程大綱： WK1 Course orientation Outline of Lectures WK2 Economic foundations of the platform business (1/2) WK3 Economic foundations of the platform business (2/2) WK4 Architecture of platform business WK5 Launch of platform business WK6 Business model of platform WK7 Monetize the platform model WK8 Midterm Examination WK9 Group presentation on (1)an example of a promising platform-based company; (2) preliminary idea (scope) of term project WK10 Governance of platform business WK11 Ecosystem of platform business WK12 Performance measures of platform business WK13 Guest Speaker: How to build and operate a successful platform business WK14 Competition and Growth of platform business WK15 Group Final Term Project Presentation WK16 Final Examination</p>	

授課方式： Method of Instruction	講授 Lecture：25% 分組討論 Group discussion：25% 案例研討 Case study：25% 操做練習 Practical exercises：25% 講授 Lecture：%
教科書： Textbooks	Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). Platform Revolution: How Networked Markets Are Transforming the Economy? and How to Make Them Work for You. WW Norton & Company.
參考書目： References	<ol style="list-style-type: none"> <li>1. Tiwana, A. (2013). Platform ecosystems: Aligning architecture, governance, and strategy. Newnes.</li> <li>2. Gassmann, O., Frankenberger, K., &amp; Csik, M. (2014). The business model navigator: 55 models that will revolutionise your business. Pearson UK.</li> <li>3. Evans, D. S., &amp; Schmalensee, R. (2016). Matchmakers: The new economics of multisided platforms. Harvard Business Review Press.</li> <li>4. Evans, D. S., Hagiu, A., &amp; Schmalensee, R. (2008). Invisible engines: how software platforms drive innovation and transform industries. MIT press.</li> <li>5. Reillier, L. C., &amp; Reillier, B. (2017). Platform strategy: How to unlock the power of communities and networks to grow your business. Routledge.</li> </ol>
修課須知： Notice	No TA. Supplementary materials will be provided at class.
評量方式： Grading	<ol style="list-style-type: none"> <li>1. Personal Class Participation 10%</li> <li>2. Case Write-ups 25%</li> <li>3. Group projects 25%</li> <li>4. Midterm/Final Exam 40%</li> </ol>
備註說明： Notes	<p>No prerequisite is required.</p> <p>** Important absence policy: students will fail this course if s/he is absent for over six classes. Roll call of class will be done by scanning QR Code at the beginning of each class.</p> <p>The class will proceed in the following ways:</p> <ol style="list-style-type: none"> <li>1. Class lecture</li> <li>2. Case study</li> <li>3. Group activity</li> <li>4. Independent study</li> </ol>