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

2026/11/3

課程代號： MA5802701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： T6(TR-812) T7(TR-812) T8(TR-812) Time/Location	
專業核心能力： Core Professional Competencies	了解全球商業當中不斷變化的活動及議題。 能夠分析與全球化相關而不斷演化的挑戰。 能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。
課程網址： Course Website	
課程宗旨： Course Objectives	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.
課程大綱： Outline of Lectures	WK1 Course orientation 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

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	1. Tiwana, A. (2013). Platform ecosystems: Aligning architecture, governance, and strategy. Newnes. 2. Gassmann, O., Frankenberger, K., & Csik, M. (2014). The business model navigator: 55 models that will revolutionise your business. Pearson UK. 3. Evans, D. S., & Schmalensee, R. (2016). Matchmakers: The new economics of multisided platforms. Harvard Business Review Press. 4. Evans, D. S., Hagiu, A., & Schmalensee, R. (2008). Invisible engines: how software platforms drive innovation and transform industries. MIT press. 5. Reillier, L. C., & Reillier, B. (2017). Platform strategy: How to unlock the power of communities and networks to grow your business. Routledge.
修課須知： Notice	No TA. Supplementary materials will be provided at class.
評量方式： Grading	1. Personal Class Participation 10% 2. Case Write-ups 25% 3. Group projects 25% 4. Midterm/Final Exam 40%
備註說明： Notes	No prerequisite is required. ** 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. The class will proceed in the following ways: 1.Class lecture 2.Case study 3.Group activity 4.Independent study