

Fiche de cours 2026-2027

Code UE ERA118	Nom de l'UE Digital Platform Project	Bloc 1	Niveau CEC 6
Responsable(s)			
Enseignant(s) Claire BAILLET			
Crédits ECTS 5.0	Quadrimestre 1	Obligatoire Oui	
Catégories compétences			
Prérequis N/A			
Co-requis N/A			
Est prérequis de N/A			

Langue Anglais

Compétences visées du référentiel

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs) This course will teach you how sustainability and economics are compatible to develop a sustainable digital platform: how to design a digital platform following a well-defined framework, you will work on different aspects of a digital platform from designing your business model, through defining how to monetize the platform or scale it up till the go to market plan. Other aspects like governance and success stories will be part of the course.

A design framework, key concepts and types of platforms, business model development, monetizing strategies, launch plan building, best practices, success stories.

- Contenu**
1. Enhancing customer experience in a digital environment
 2. Designing a sustainable platform: What do we mean with sustainability
 3. Understanding the strategic approach : value creation, value capture and driving forces, business model canvas
 4. Design the digital platform framework with monetising strategies
 5. Value capture and web conversion funnel- Financial perspective
 6. Promoting your digital platform
 7. Measuring performance and create your financial business plan
 8. Launch plan: GTM

Méthode d'enseignement Problem based learning supported by theoretical key concepts, cases readings, team work and interactive sessions.

The students should complete their leanings with the following courses of the package: 'Delivering enhanced customer experience', 'AI and supply chain', 'Rethinking the customer journey'; 'E-commerce'

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
80	Evaluation permanente du premier quadrimestre	Epreuve écrite et/ou orale
20	Evaluation de fin de premier quadrimestre	Epreuve écrite et/ou orale

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Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve orale

Commentaires concernant les évaluations The overall score of the course (ERA 118) is calculated on the basis of a weighted marks obtained during their continuous assessment, individual assessment counting for 20% of the continuous learning, and final handout of the project where oral and written presentation count for 20% of the final grade.