

S #	Date	Topic		Assignment Due  (before class at 5.00 PM)
1	We d. 1.17	Introduction to the course		
2	Mon. 1.22	Disruptive Innovation	What Is Disruptive Innovation? Clayton M. Christensen, Michael E. Raynor, Rory McDonald (2015): <a href="https://hbr.org/2015/12/what-is-disruptive-innovation">https://hbr.org/2015/12/what-is-disruptive-innovation</a>	Memo 1
3	We d. 1.24	Information Goods	<p>Chapters 1 and 2 from the book Information Rules:</p> <p>Chapter 1: Information Economy</p> <p>Chapter 2: Pricing Information</p> <p>Book available here:  <a href="https://edisciplinas.usp.br/pluginfile.php/4529388/mod_folder/content/0/Information%20Rules%20-%20A%20Strategic%20Guide%20to%20the%20Network%20Economy%20-%20Carl%20Shapiro%20and%20Hal%20R.%20Varian%20%281%29.pdf?forcedownload=1">https://edisciplinas.usp.br/pluginfile.php/4529388/mod_folder/content/0/Information%20Rules%20-%20A%20Strategic%20Guide%20to%20the%20Network%20Economy%20-%20Carl%20Shapiro%20and%20Hal%20R.%20Varian%20%281%29.pdf?forcedownload=1</a> </p>	Memo 2
4	Mon. 1.29	Platforms	<p>Strategies for Two-Sided Markets. Thomas R. Eisenmann, Geoffrey Parker, Marshall W. Van Alstyne (2006): <a href="https://hbr.org/2006/10/strategies-for-two-sided-markets">https://hbr.org/2006/10/strategies-for-two-sided-markets</a></p> <p>Pipelines, Platforms, and the New Rules of Strategy. Marshall W. Van Alstyne, Geoffrey Parker, Sangeet Paul Choudary (2016): <a href="https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy">https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy</a></p>	Memo 3
5	We d. 1.31	Pricing	<a href="http://questromworld.bu.edu/platformstrategy/simulation/">http://questromworld.bu.edu/platformstrategy/simulation/</a>	Memo 4
6	Mon. 2.5	Experiments	<p>The Surprising Power of Online Experiments. Ron Kohavi, Stefan Thomke (2017): <a href="https://hbr.org/2017/09/the-surprising-power-of-online-experiments">https://hbr.org/2017/09/the-surprising-power-of-online-experiments</a></p> <p>Chapter 1 from the book Trustworthy Online Controlled Experiments: A Practical Guide to A/B Testing. Ron Kohavi, Diane Tang, and Ya Xu (2020): <a href="https://experimentguide.com/wp-content/uploads/TrustworthyOnlineControlledExperiments_PracticalGuideToABTesting_Chapter1.pdf">https://experimentguide.com/wp-content/uploads/TrustworthyOnlineControlledExperiments_PracticalGuideToABTesting_Chapter1.pdf</a></p>	Memo 5
7	We d. 2.7	AI	<p>Competing in the Age of AI. Marco Iansiti, Karim R. Lakhani (2020): <a href="https://hbr.org/2020/01/competing-in-the-age-of-ai">https://hbr.org/2020/01/competing-in-the-age-of-ai</a></p> <p>Chapter 2 from the book "Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World", Rethinking the Firm. Marco Iansiti, Karim R. Lakhani (2020): <a href="https://ebookcentral.proquest.com/lib/cm/reader.action?docID=5846337&amp;ppg=56">https://ebookcentral.proquest.com/lib/cm/reader.action?docID=5846337&amp;ppg=56</a> (available online through the CMU Library)</p>	Memo 6

8	Mon. 2.12	IT and the macro-economy	How should we measure the digital economy? Erik Brynjolfsson, Avinash Collis (2019): <a href="https://hbr.org/2019/11/how-should-we-measure-the-digital-economy">https://hbr.org/2019/11/how-should-we-measure-the-digital-economy</a>  Using Massive Online Choice Experiments to Measure Changes in Well-being. Erik Brynjolfsson, Avinash Collis, Felix Eggers (2019): <a href="https://www.pnas.org/doi/10.1073/pnas.1815663116">https://www.pnas.org/doi/10.1073/pnas.1815663116</a>	Memo 7
9	Wed. 2.14	COVID-19	Boosting Business Value by Reducing COVID-19 Transmission Risk. Seth G. Benzell, Avinash Collis, Christos Nicolaides (2020): <a href="https://sloanreview.mit.edu/article/boosting-business-value-by-reducing-covid-19-transmission-risk/">https://sloanreview.mit.edu/article/boosting-business-value-by-reducing-covid-19-transmission-risk/</a>  Providing normative information increases intentions to accept a COVID-19 vaccine: <a href="https://www.nature.com/articles/s41467-022-35052-4">https://www.nature.com/articles/s41467-022-35052-4</a>	Memo 8
10	Mon. 2.19	Guest Lecture		
11	Wed. 2.21	Technology in the public sector	Guest lecture by Chris Goranson	
12	Mon. 2.26	Final exam		In class exam
13	Wed. 2.28	Course wrap-up		

- HBR articles and other book chapters listed above are available online through the CMU Library

### **Evaluation:**

Memos 1 - 8	8*5 = 40%
Final exam	30%
Class participation	30%
<b>Total</b>	<b>100%</b>