

The Manchester MBA

Elective: **Platform Ecosystem Strategy**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

Digital technologies are reshaping how organisations compete, create value, and grow.

This elective explores how platform-based business models powered by (agentic) artificial intelligence are transforming traditional strategy and enabling firms to operate within dynamic ecosystems of partners, users and developers.

You will examine how organisations design, build and manage platform ecosystems, from defining their role in digital markets to balancing innovation and value capture.

The course covers key concepts such as digitisation, digital strategy, artificial intelligence market types (transaction, innovation and information), and the role of data in driving competitive advantage.

Through a combination of case studies, interactive discussions and applied workshops, you'll analyse real-world platform models including global technology leaders and established firms undergoing digital transformation.

Group work and presentations will enable you to apply platform thinking to practical business challenges, helping you understand how to design, govern and scale digital ecosystems in today's rapidly evolving environment.

How you'll benefit



Develop practical tools to design platform strategies: Learn how to build and position artificial intelligence powered platform-based business models within competitive digital markets.



Apply digital strategy to real-world business challenges: Evaluate how organisations transition from traditional models to ecosystem-driven approaches.



Understand how to drive innovation and value capture: Explore when and how to open platforms supplemented by artificial intelligence to encourage growth while maintaining control.



Build expertise in platform governance and ecosystem management: Gain insight into coordinating multiple stakeholders, from suppliers to complementors.



Leverage data for strategic advantage: Learn how digital data can be used to inform decisions, enhance platforms and create new revenue streams.

Delivery method

This two month course is delivered through a choice of a three-day in-person or virtual workshop, supported by online learning.



Erik Beulen

Professor Erik Beulen is a leading expert in information management and digital transformation and Unit Director for Platform Ecosystem Strategy.

He brings extensive industry experience from Accenture, BCG and KPMG, and currently advises Bain & Company and board member of the Data Committee of Royal FloraHolland. His research focuses on disruptive technologies, outsourcing and digital governance, with publications in top journals and several Routledge books.

Have any further questions about The Manchester MBA?

✉ Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.