PREREQUISITES

The students of Master 2 are expected to have a solid grasp of both theoretical frameworks and operational metrics.
The prerequisites they should master to succeed in the module are the following:

1. Conceptual Foundation of the Digital Economy

- **Connectivity Dynamics:** Understanding that the digital economy isn't just "using tech," but is a shift toward hyper-connectivity, where value is created through networks and data.
- **The Paradigm Shift:** Ability to distinguish between traditional linear value chains (Producer - Consumer) and digital ecosystems (Platforms/Networks).

2. Digital Business Architecture

- **Revenue Models:** Familiarity with modern monetization strategies such as Freemium, SaaS (Subscription-based), Marketplaces, and Tiered Pricing.
- **Value Propositions:** Understanding how digital products create value differently than physical goods (e.g., zero marginal cost, instant global delivery).

3. Growth & Performance Metrics

- **The AARRR Funnel:** Basic knowledge of the Pirate Metrics framework (Acquisition, Activation, Retention, Referral, Revenue).
- **Unit Economics:** Essential math skills to understand the relationship between Customer Acquisition Cost (CAC) and Customer Lifetime Value (LTV).
- **Retention Awareness:** Knowing that the "Churn Rate" (the rate at which customers leave) is the primary enemy of digital scalability.

4. Lean Product Development

- **Agile Mentality:** Familiarity with the "Build-Measure-Learn" feedback loop.
- **MVP Concept:** Understanding the Minimum Viable Product as a tool for validated learning rather than just a "cheap" version of a product.

5. Technical & Strategic Scalability

- **Network Effects:** Understanding how a service becomes more valuable as its user base grows (e.g., Metcalfe’s Law).

PREREQUISITES

- **Operational Integrity:** Awareness that scaling a business requires automated processes to ensure that increasing demand doesn't break the company's internal systems.

6. Digital Governance & Ethics

- **Regulatory Literacy:** Fundamental awareness of data privacy laws like the GDPR and their impact on how startups handle user data.
- **Ethical Vigilance:** A baseline understanding of social issues in tech, specifically Algorithmic Bias and transparency in AI decision-making.

7. Risk & Continuity

- **Resilience Planning:** Moving beyond simple "security" (prevention) to understand Business Continuity—the ability to keep a digital venture running even after a cyberattack or system failure.

❖ Students are expected to be familiar with Business Model Canvas principles, basic statistics for data-driven decision making, and the fundamental differences between traditional and digital-first enterprises."