

# Managing Networked Businesses

A Harvard Business School Elective Course

Meets Mondays, Tuesdays, and some Wednesdays

January 25 to April 27 – 11:40-1:00 or 1:30-2:50

Professor Peter Coles & Professor Benjamin Edelman

**Cross-Registrants Welcome!**

Managing Networked Businesses examines management challenges in markets with network effects, which comprise a large and rapidly growing share of the world economy. The course is designed for students whose careers as managers, entrepreneurs, investors, or consultants will focus on networked businesses.

Managing Networked Businesses focuses on new markets and on mature industries facing radical technological change. Most cases are set in information industries, including the computer, consumer electronics, telecommunications, media, and Internet sectors. However, we will also study credit cards, package delivery, fuel cell-powered cars, stock exchanges, transportation, and electricity transmission.

<http://www.managingnetworkedbusinesses.org>