



<https://www.apieconomy.info/intro-to-api-economy>

FREE 1 ECTS MASTER'S LEVEL COURSE BY
TAMPERE UNIVERSITY & OSAANGO

INTRODUCTION TO API ECONOMY

Designed by co-authors of API Economy 101 book **Marjukka Niinioja**, M.Ed., APItalista at Osaango & **Marko Seppänen**, Professor & Vice Dean for Education at Tampere University

GOAL: LEARN HOW TO INJECT APIS INTO ORGANIZATION'S STRATEGY

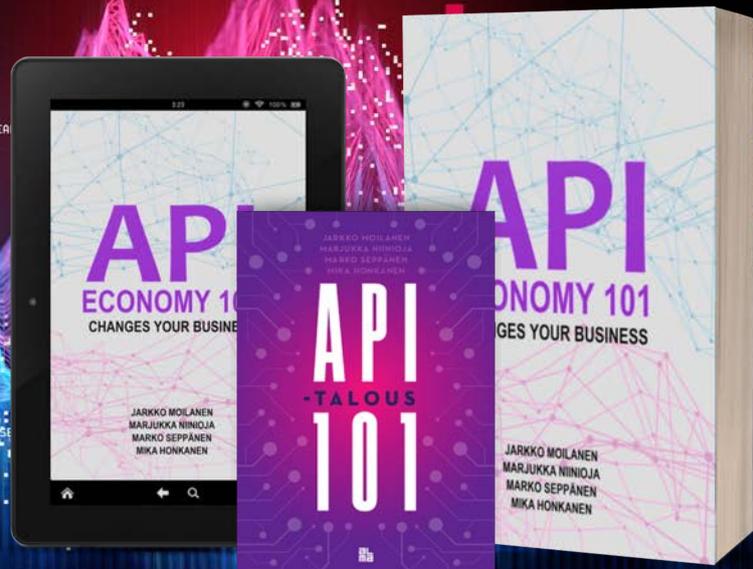
- Know what API Economy is
- Know the basics of how to create competitive, smart offering with APIs
- Understand the difference between business models and APIs in Platforms, Platform Economy, and Partner Ecosystems

**Education from Finland:
All students can request
1 ECTS from Tampere
University's Open
University**

SELF-PACED ONLINE COURSE

For students with variety
of backgrounds

Course materials: research articles, video, audio, shared examples and insights by students and API Economy 101 (2019) by Moilanen, J., Niinioja, M., Seppänen, M. & Honkanen, M. Students can also use the Finnish ed. "API-talous 101" (2018),



COURSE OUTLINE

Welcome to the course

- How to use this course
- About this course content
- Live webinars every other week at 10 a.m. UTC
- My current skills and learning goals
- First steps to API Economy

Create competitive, smart offering with APIs

- APIs in company's offering
- Discuss & share examples with other students
- Quiz: APIs can be used in many ways
- Creating smart offering - case Google
- Quiz: Societal-scale innovation with APIs
- References and additional resources

APIs in Platforms, Platform Economy or Partner Ecosystem

- Traditional vs. API vs. Platform Economy
- Quiz: Can you identify the core interaction of a multi-sided platform?
- Digital platforms vs. Platform business model?
- Conclusions and further reading

The right API for the right purpose

- Who should we open our APIs to?
- Quiz: How open is company data via Open APIs?
- Additional resources
- Quiz: API Economy is...
- You're almost done!
- Before you go...

The course is comprehensive backed with interesting [research] articles. It's a good course to connect the dots and answer many of the questions I had in mind."

BUSINESS STUDENT

"It is a very helpful course. I had a chance to approach to a whole new field. I got used to the concept 'API'. This course suggested many open-minded articles, I know more about the reality of world economy"

DOCTORAL STUDENT BIOMEDICINE

"I liked how this course gave me an overall understanding on the subject and specially in a business point of view, not so much in a technical."

COMPUTER SCIENCE STUDENT