

Course No.		Lecture No.		Course Title (Subtitle)	Economics of the Digital Age	Credit	
Representative Instructor	Name	GUERON YVES	(post :)	Homepage	www.sites.google.com/view/gueron
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	Office Hour/Place :		Via email and Zoom				

Prerequisite Course								
*1. Purpose of Course	<p>Over the past thirty years, digitization and the Internet have transformed business and society. More than half of the world's population now uses the Internet, which has transformed many industries, including retailing, media, and entertainment products.</p> <p>The firms of the digital economy are also highly profitable. In 2021, six of the ten most valuable companies in the world were firms of the digital economy (Alphabet, Microsoft, Amazon, Alibaba, Facebook and Tencent).</p> <p>The objective of this course is twofold. First, can we use the standard tools of economic theory to understand market interactions in the digital age? And secondly, how have digitization and the Internet affected the economy?</p>							
*2. Materials and Reference	<p>There is no required textbook. Some useful references:</p> <ul style="list-style-type: none"> - Belleflamme and Peitz (2010). <i>Industrial organization</i>. CUP - Goldfard and Tucker (2019), "Digital Economics", <i>Journal of Economic Literature</i> - Peitz and Waldfogel (2012), <i>The Oxford handbook of the digital economy</i>. OUP - Waldfogel (2017). "How digitization has created a golden age of music, movies, books, and television." <i>Journal of Economic Perspectives</i> 							
*3. Evaluation (%)	Attendance	Assignment	Midterm	Final	Additional Evaluation	Attitude	Other	합계
		100						100
	Attendance Policy :		Students who are absent for over 1/3 of the class will receive a grade of 'F' or 'U' for the course. (Exceptions can be made when the cause of absence is deemed unavoidable by the course instructor.)					
	Other Remarks :		The assignment is a presentation of 15 minutes that has to be done in groups of three students, about any topic related to the digital economy.					

<p>*4. Lecture Plan</p>		<p>The course consists of 15 sessions over five weeks, three sessions a week. The last two sessions will be used for students' presentations. Below is a tentative schedule for the course, but things can change.</p> <ul style="list-style-type: none"> - Introduction (session 1) - The Transformation of Selling (sessions 1 to 4) <ul style="list-style-type: none"> o Online vs offline o Search costs o Price discrimination o Advertising o Bundling o Matching - Network and Platforms (sessions 5 to 7) <ul style="list-style-type: none"> o Network effects o Two sided platforms o The sharing economy - Privacy (session 8) - Intellectual Property (sessions 9 and 10) <ul style="list-style-type: none"> o Copyright laws o Piracy o Creation of new works - Antitrust (sessions 11 and 12) <ul style="list-style-type: none"> o Principles of Antitrust o US DoJ v Google o Antitrust and two-sided markets: Amex and app stores - Productivity of the Labor Market (session 13)
<p>5. Additional Notes for Students</p>		
<p>6. Assistance for Students with Disabilities</p>	<p>Class</p>	<ul style="list-style-type: none"> ○ Visual Impairment: Make textbooks(digital textbook, braille textbook, enlarged textbook etc.), Allow note takers ○ Physical Disability: Make textbooks (digital textbook), Allow note takers and assistants ○ Hearing Impairment: Allow note takers and translators, Allow lecture recording ○ Health Impairment: Excuse absence due to health problems, Allow note takers ○ Learning Disability: Allow note takers ○ Intellectual Disability / Autism Spectrum Disorder: Allow note takers and mentors
	<p>Assignment & Evaluation</p>	<ul style="list-style-type: none"> ○ Visual Impairment / Physical Disability / Hearing Impairment / Health Impairment / Learning Disability: Extend assignment deadlines, Offer alternate assignment submission and response method, Extend testing period, Offer alternate testing method, Offer different testing room ○ Intellectual Disability / Autism Spectrum Disorder: Offer individualized assignments and alternative evaluations
	<p>Others</p>	<p>Students who take this course can get appropriate level of support service including the support listed above depending on the students' individual characteristics and needs through consultation with professors and the Support Center for Students with Disabilities. If you have any questions concerning support service for students with disabilities you can contact Professor *** (Contact Information) or Support Center for Students with Disabilities (02-880-8787).</p>