

| | |
|--|---|
| Georg-August-Universität Göttingen Module M.WIWI-VWL.0141: Internet Economics - The Economics of Information and Internet | 6 C 4 WLH |
| Learning outcome, core skills: The goal of this unit is to introduce a number of economic concepts and tools to understand and solve issues involved in producing and marketing information goods, in building networks of buyers and sellers online and in intermediating economic and intellectual exchanges. The students come out of this unit with a better understanding of issues faced by economic actors online, with the ability to understand academic research on this topic and with the capacity to understand and develop business strategies adapted to this setting. | Workload: Attendance time: 56 h Self-study time: 124 h |
| Course: Internet Economics - The Economics of Information and Internet (Lecture) <i>Contents:</i> This unit deals with the economics of the production and distribution of information goods on the Internet. It will analyze the production, pricing and distribution of products that are mainly informational in nature such as software and news. It will also present the structure and functioning of Internet-mediated markets as well as models of production that are specific to the Internet. <i>Lecture Outline:</i> <ol style="list-style-type: none"> 1. Information goods: pricing, bundling, versioning, sampling, reputation. 2. Models of consumer search for goods and information online. 3. Intermediation, network effects and platform competition. 4. Open source software and the collaborative production of information goods. | 2 WLH |
| Course: Internet Economics - The Economics of Information and Internet (Exercise) <i>Contents:</i> Exercises will focus on analyzing specific aspects of the strategies of a range of Internet companies, as explained in recent published academic articles. We will discuss articles from the reading list. We will also solve a few formal models for concepts dealt with in the course. | 2 WLH |
| Examination: Written examination (90 minutes) Examination requirements: The exam will consist of half knowledge questions and half strategic reflection questions. | 6 C |
| Examination requirements: The exam will consist of two knowledge questions (10 points each), and one strategic reflection question (20 points). The strategic reflection question tests their ability to interpret economic phenomena occurring on the Internet in the light of concepts from the course. Students have to show their understanding of concepts studied in the course, their ability to organize their answer in a logical and structured way, and must also | |

| | |
|--|--|
| illustrate their answers with examples drawn from case studies, readings and their own experience. | |
|--|--|

| | |
|--|---|
| Admission requirements: none | Recommended previous knowledge: none |
| Language: English | Person responsible for module: Dr. Alexia Gaudeul |
| Course frequency: each winter semester | Duration: 1 semester[s] |
| Number of repeat examinations permitted: twice | Recommended semester: 1 - 4 |