Georg-August-Universität Göttingen		6 C
Module M.WIWI-VWL.0080: Selected Prob economics of information and Internet	lems in Economics VI: The	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 should 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
<ul> <li>Courses:</li> <li>1. The economics of information and Internet (Lecture)</li> <li><i>Contents</i>:</li> <li>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.</li> <li>Lecture Outline:</li> <li>1. Information goods: pricing, bundling, versioning, sampling, reputation.</li> <li>2. Models of consumer search for goods and information online.</li> <li>3. Intermediation, network effects and platform competition.</li> <li>4. Open source software and the collaborative production of information goods.</li> <li>2. The economics of information and Internet (Exercise)</li> <li><i>Contents</i>:</li> </ul>		2 WLH 2 WLH
Exercises will focus on analyzing specific aspects of the strategies of a range of Internet companies, as exposed in recent published academic articles.		
Examination: Written examination (90 minutes) Examination prerequisites: Essay (max. 15 pages)		
Examination requirements: The exam will consist of half simple exercises and half knowledge questions.		
Admission requirements: none Language: English	Recommended previous knowledge:         Game theory, Microeconomics         Person responsible for module:         Dr. Alexia Gaudeul	
Course frequency: once	Duration: 1 semester[s]	

Number of repeat examinations permitted:	Recommended semester:
twice	1 - 4