

COURSE DETAIL

THE DIGITAL ECONOMY

Country

Korea, South

Host Institution

Seoul National University

Program(s)

Seoul National University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

108

UCEAP Course Suffix**UCEAP Official Title**

THE DIGITAL ECONOMY

UCEAP Transcript Title

DIGITAL ECONOMY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Over the past 20 years, digitization and the Internet have transformed business and society. The firms of the digital economy not only affect the daily life of most people in industrialized countries, but they are also highly profitable. In this course, we use the tools of game theory and industrial organization to understand the impact that digitization and the Internet on markets. The topics discussed in this class include internet infrastructure, standards, platforms, price discrimination, bundling, auctions, reputation, advertising, user-generated content, social networks, piracy and privacy.

Language(s) of Instruction

English

Host Institution Course Number

M1314.002200

Host Institution Course Title

THE DIGITAL ECONOMY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

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