

## 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 Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Economics

## Course Last Reviewed

2021-2022

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