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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