

## COURSE DETAIL

### ECONOMICS OF IT AND AI FOR MANAGER

**Country**

Korea, South

**Host Institution**

Yonsei University

**Program(s)**

Yonsei University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

157

**UCEAP Course Suffix****UCEAP Official Title**

ECONOMICS OF IT AND AI FOR MANAGER

**UCEAP Transcript Title**

ECONOMICS IT & AI

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course explores the transformative role of new information technologies (IT) and artificial intelligence (AI) in reshaping businesses. Its goal is to equip students with an in-depth understanding of essential economic principles that are crucial for operating and excelling in IT-enabled and/or AI-driven enterprises, while also highlighting the economic ramifications of IT and AI at various levels - including individual firms, broader markets, and society as a whole.

Students will delve into competitive market analysis and examine IT-specific economic challenges related to pricing, bundling, information asymmetry, and uncertainty. In addition, the module covers AI-centric topics such as automated decision-making and the broader economic effects of AI technologies. Key economic issues associated with IT (such as competitive markets, pricing strategies, and bundling) and foundational concepts like user lock-in, switching costs, and the network effect are discussed. Participants also gain insights into the workings of AI-enabled businesses and address AI-specific economic concerns, including automated decisions, algorithmic bias, and the influence of AI technologies on the job market.

### Language(s) of Instruction

English

### Host Institution Course Number

BIZ3345

### Host Institution Course Title

ECONOMICS OF IT AND AI FOR MANAGER

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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