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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

Print