

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

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