LLSMS2374
2014-2015

Economics of the Internet (in English)

5.0 credits	30.0 h	2q

Teacher(s) :	Belleflamme Paul ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	A course in Industrial Organization or in Advanced Microeconomics.
Main themes :	The aim of this module is to study the economics of the Internet. The module focuses on the impacts that the Internet has on the structure of existing markets, on the creation of new markets, and on the strategies that economic agents (firms, consumers and regulators) deploy on these various markets.
Aims :	At the end of the course, students should be able to (i) master an array of specific concepts from the theory of industrial organization, so as (ii) to understand how the Internet affects the working of markets, (iii) as well as the strategies implemented by firms, consumers and regulators on these markets, and (iv) to apply these theoretical concepts to the analysis of real-life situations. *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods :	Assessement methods.The final mark combines the mark obtained for the individual assignments (comments on the blog, 24%), the group work (solution to exercises and case studies, 26%), and a final exam (2 hours, closed-book, 50%). Assessment criteria.For the exam and the group work, the usual academic criteria apply; for the individual assignments, only participation is rewarded: what is required is to submit a comment (before the indicated deadline) that demonstrates personal and articulated thinking.
Teaching methods :	There are three types of teaching and learning activities: - Collective sessions: the instructor presents the contents of the course to the students during weekly sessions of two hours (12 or 13 sessions are organized during the term); - Individual reflection: before each collective session, students are invited to discover the contents of the session by reading articles posted on the blog www.IPdigIT.eu, and by commenting some of them (the comments being also posted on the blog); this pedagogical method, called 'flipped classroom', aims at improving individual learning and at initiating a debate among students; - Group work: in small groups (of at most 5 individuals), students solve exercises and case-studies so as to apply the theoretical concepts.
Content :	The course addresses the following issues: competition among multisided platforms, impacts of 'big data' (targeted advertising, recommendation systems, privacy), net neutrality, business models on the Internet. Other issues may be added according to the evolution of markets and technologies.
Bibliography :	Ouvrages de référence (Textbooks) - Belleflamme, P. and Peitz, M. (2010) Industrial Organization: Markets and Strategies. Cambridge: Cambridge University Press. - Shapiro C. and Varian H.R. (1999), Information Rules. A Strategic Guide to the Network Economy. Boston: Harvard Business School Press. - Peitz, M. and Waldfogel, J. (2012). The Oxford Handbook of the Digital Economy. Oxford : Oxford University Press. + une liste d'articles scientifiques (mise à jour d'une année à l'autre). + a list of scientific articles (updated on a yearly basis) The lectures are articulated around Powerpoint presentations, which are made available to the students via iCampus (where students can also find all other necessary material for the course).
Cycle and year of study :	> Master [120] in Management > Master [120] in Business engineering > Master [120] in Management > Master [120] in Business Engineering
Faculty or entity in charge:	CLSM