


5 crédits	30.0 h	Q2
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Enseignants	Belleflamme Paul ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	A course in Industrial Organization or in Advanced Microeconomics
Thèmes abordés	This course aims at providing a thorough and rigorous analysis of the impacts that the Internet has on the structure of existing markets, the creation of new markets, and the strategies that economic agents (firms, consumers and regulators) deploy on these markets. The tools of the theory of industrial organization are used to understand a wide array of online market phenomena, including multi-sided platforms, impacts of 'big data' (targeted advertising and pricing, recommendation systems, and privacy), and online business models. The course makes use of case studies to make parallels between theory and reality.
Acquis d'apprentissage	<p>At the end of the course, students should be able to :</p> <p>1</p> <ul style="list-style-type: none"> • master an array of concepts from the theory of industrial organization, so as • understand how the Internet affects the working of markets, • as well as the strategies implemented by firms, consumers and regulators on these markets, and • to apply these theoretical concepts to the analysis of real-life situations. <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Contenu	Only taught in English. See English Version.
Bibliographie	References: Provided during the class Lecture notes and Slides provided through Moodle
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en ingénieur de gestion	INGM2M	5		
Master [120] en ingénieur de gestion	INGE2M	5		