


En raison de la crise du COVID-19, les informations ci-dessous sont susceptibles d'être modifiées, notamment celles qui concernent le mode d'enseignement (en présentiel, en distanciel ou sous un format comodal ou hybride).

5 crédits	30.0 h	Q2
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Enseignants	Belleflamme Paul ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
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>
Modes d'évaluation des acquis des étudiants	En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées. The final grade in this course is based on grades in individual coursework (30%), group coursework (40%) and final exam (30%). The contents of the individual and group coursework will be made explicit at the start of the course. If the sanitary situation permits, the final exam will be in person, under the format of a 1-hour, close-book, written exam. Otherwise, the exam will take place online, under the format of a 15 minutes, open-book, oral exam.
Méthodes d'enseignement	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées. The theoretical material is presented during the lectures. Students are asked to work in groups and individually in order to apply the theoretical framework to specific case studies and/or to topical issues.</p> <p>In-class activities</p> <ul style="list-style-type: none"> • Lectures • Group discussions and work • Testimonies by external experts <p>At home activities</p> <ul style="list-style-type: none"> • Readings to prepare the lectures • Assignments
Contenu	<p>Ce cours est enseigné uniquement en anglais.</p> <p>The course aims at providing a thorough and rigorous analysis of 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. 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, privacy), net neutrality and online business models. The course makes use of case studies to make parallels between theory and reality.</p>
Ressources en ligne	See the Moodle web site of the course.
Bibliographie	References: Provided during the class Lecture notes and Slides provided through Moodle

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