




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 :	<p>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <p>-- 1. Corporate citizenship</p> <p>1.1. 'Demonstrate independent reasoning, look critically '</p> <p>2. Knowledge and reasoning</p> <p>2.1. Master the core knowledge of each area of management.</p> <p>2.2. Master highly specific knowledge '</p> <p>2.3. Articulate the acquired knowledge from different areas</p> <p>2.4. Activate and apply the acquired knowledge '</p> <p>3. A scientific and systematif approach</p> <p>3.1. Conduct a clear, structured, analytical reasoning '</p> <p>3.2. Collect, select and analyze relevant information '</p> <p>3.3. Consider problems using a systemic and holistic approach '</p> <p>3.4. Perceptively synthesize 'demonstrating a certain conceptual distance '</p> <p>3.5. Produce, through analysis and diagnosis, implementable solutions'</p> <p>4. Innovation and entrepreneurship</p> <p>4.4. Reflect on and improve .... professional practices.</p> <p>5. Work effectively in an international and multicultural environment</p> <p>5.2. Position ... the functioning of an organization, in its ...socio-economic dimensions'</p> <p>6. Teamwork and leadership</p> <p>6.1. Work in a team...</p> <p>8. Communication and interpersonal skills</p> <p>8.1. Express a clear and structured message'</p> <p>8.2. Interact and discuss effectively '</p> <p>9. Personal and professional development</p> <p>9.1. Independent self-starter '</p> <p>At the end of this course, the student will be able to:</p> <p>-- - 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.</p> <p><i>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".</i></p>
Evaluation methods :	<p>Assesment 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%).</p> <p>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.</p>
Teaching methods :	<p>There are three types of teaching and learning activities:</p> <ul style="list-style-type: none"> <li>- 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);</li> <li>- Individual reflection: before each collective session, students are invited to discover the contents of the session by reading articles posted on the blog <a href="http://www.IPdigIT.eu">www.IPdigIT.eu</a>, 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;</li> <li>- Group work: in small groups (of at most 5 individuals), students solve exercises and case-studies so as to apply the theoretical concepts.</li> </ul>
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 :	: No TEXTBOOK. SLIDES compulsory and available on line . BOOK : Belleflamme, P. and Peitz, M. (2010) Industrial Organization: Markets and Strategies. Cambridge: Cambridge University Press not compulsory. READING FILE compulsory and available on line Supports available on line are on ICAMPUS.
Faculty or entity in charge:	CLSM

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Management	GEST2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GESM2M	5	-	