

5.00 credits

30.0 h

Q2



This learning unit is not being organized during this academic year.

Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	A course in Industrial Organization or in Advanced Microeconomics In addition, this course is reserved for students with a bachelor's degree in business engineering or students with equivalent quantitative method skills
Main themes	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.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>At the end of the course, students should be able to :</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.
Evaluation methods	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.
Teaching methods	<p>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
Content	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.
Inline resources	See the Moodle web site of the course.
Bibliography	References: Provided during the class Lecture notes and Slides provided through Moodle
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] : Business Engineering [CEMS Programme]	INGE2M	5		