## Module title

**Business Strategy for Information and Network Industries**

### Abbreviation

12-BSINI-152-m01

## Module coordinator

holder of the Chair of Industrial Economics

## Module offered by

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

- numerical grade

## Only after succ. compl. of module(s)

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## Duration

1 semester

## Module level

undergraduate

## Other prerequisites

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## Contents

**Outline of syllabus:**

1. Pricing of information goods
   - market segmentation methods
   - digital rights management and piracy
   - alternative monetisation strategies
2. Network effects
   - consumer demand in markets with network effects, rational expectations
   - monopoly pricing
   - competition in markets with network effects
   - compatibility and multi-homing: dynamic competition
3. Competition in markets with switching costs
4. Two (multi)-sided markets and platforms
   - monopoly pricing in platform markets
   - competition in platform markets: non-price strategies

The course will be taught in English.

## Intended learning outcomes

After successful completion of this class, the students should be familiar with issues arising in many of the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy. They will not only be able to understand observed behavior in information goods markets, industries which exhibit network effects and platform markets but will be able argue for new strategies in light of the specific features a market/product may exhibit.

## Courses

*V (2) + Ü (2)*

## Method of assessment

*Language of assessment: German and/or English*

- a) written examination (approx. 60 minutes)
- b) written examination (approx. 120 minutes)
- c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1

## Allocation of places

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## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

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## Module appears in

Bachelor' degree (1 major) Business Management and Economics (2015)
<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Specialization</th>
<th>Year</th>
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<tbody>
<tr>
<td>Bachelor's degree (1 major)</td>
<td>Economathematics</td>
<td>2015</td>
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<tr>
<td>Bachelor's degree (1 major)</td>
<td>Business Information Systems</td>
<td>2015</td>
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<tr>
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<td>Master's degree (1 major)</td>
<td>China Business and Economics</td>
<td>2016</td>
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