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|---|--------------------------|---|
| <b>Module title</b>   |                          | <b>Abbreviation</b>                         |
| Business Strategy for Information and Network Industries  |                          | 12-BSINI-212-m01                            |
| <b>Module coordinator</b>   |                          | <b>Module offered by</b>                    |
| holder of the Chair of Industrial Economics   |                          | Faculty of Management and Economics         |
| <b>ECTS</b>   | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5   | numerical grade          | --  |
| <b>Duration</b>   | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester  | undergraduate            | --  |
| <b>Contents</b>   |                          |   |
| <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Pricing of information goods <ul style="list-style-type: none"> <li>• market segmentation methods</li> <li>• digital rights management and piracy</li> <li>• alternative monetisation strategies</li> </ul> </li> <li>2. Network effects <ul style="list-style-type: none"> <li>• consumer demand in markets with network effects, rational expectations</li> <li>• monopoly pricing</li> <li>• competition in markets with network effects</li> <li>• compatibility and multi-homing: dynamic competition</li> </ul> </li> <li>3. Competition in markets with switching costs</li> <li>4. Two (multi)-sided markets and platforms <ul style="list-style-type: none"> <li>• monopoly pricing in platform markets</li> <li>• competition in platform markets: non-price strategies</li> </ul> </li> </ol> <p>The course will be taught in English.</p> |                          |   |
| <b>Intended learning outcomes</b>   |                          |   |
| <p>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.</p>   |                          |   |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)  |                          |   |
| V (2) + Ü (2)<br>Module taught in: German and/or English  |                          |   |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)  |                          |   |
| <p>a) written examination (approx. 60 to 120 minutes) or<br/> b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1)<br/> Language of assessment: German and/or English</p>   |                          |   |
| <b>Allocation of places</b>   |                          |   |
| --  |                          |   |
| <b>Additional information</b>   |                          |   |
| --  |                          |   |
| <b>Workload</b>   |                          |   |
| 150 h   |                          |   |
| <b>Teaching cycle</b>   |                          |   |
| Teaching cycle: summer semester   |                          |   |

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) China Business and Economics (2021)  
 Bachelor's degree (1 major) Business Information Systems (2021)  
 Bachelor's degree (1 major) Econometrics (2021)  
 Bachelor's degree (1 major) Business Management and Economics (2021)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
 Bachelor's degree (1 major) Econometrics (2022)  
 exchange program Business Management and Economics (2022)  
 Bachelor's degree (1 major) Business Information Systems (2023)  
 Bachelor's degree (1 major) Econometrics (2023)  
 Bachelor's degree (1 major) Business Management and Economics (2023)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)