

<b>Module title</b>		<b>Abbreviation</b>
Economics of Information and Network Industries		12-M-EIN-141-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Industrial Economics		Faculty of Business 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	graduate	--
<b>Contents</b>		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Network effects <ul style="list-style-type: none"> <li>- Consumer demand in markets with network effects and rational expectations</li> <li>- Monopoly pricing</li> <li>- Competition in markets with network effects</li> <li>- Compatibility and multihoming</li> <li>- Dynamic competition</li> <li>- Competition policy issues in industries with network effects</li> </ul> </li> <li>2. Competition in markets with switching costs <ul style="list-style-type: none"> <li>- Simple two period models of markets with switching costs</li> <li>- Various modelling possibilities for switching costs</li> <li>- Switching costs and long-run prices</li> </ul> </li> <li>3. Two(Multi)-Sided Markets and Platforms <ul style="list-style-type: none"> <li>- Monopoly pricing in platform markets</li> <li>- Competition in platform markets</li> <li>- Divide and conquer strategies</li> <li>- Non-price strategies</li> <li>- Competition policy issues in platform markets</li> </ul> </li> <li>4. Access pricing in network industries <ul style="list-style-type: none"> <li>- Network competition and role of access prices</li> <li>- Regulation of access prices</li> </ul> </li> </ol> <p>The course will be taught in English.</p>		
<b>Intended learning outcomes</b>		
<p>After completion of the module students can understand and explain themselves the in the lecture introduced advanced concepts of economics, information and network industries (including their mathematical representation form). They will be able to refer to the modeling examples from the practice by impute obvious corporate strategies and can predict the market outcome, evaluate information and network industries from the perspective of the state and, if necessary, appropriate policy action alternatives derived. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<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 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)</p> <p>Language of assessment: German, English</p> <p>creditable for bonus</p>		
<b>Allocation of places</b>		
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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**

Master's degree (1 major) Business Management (2014)

Master's degree (1 major) Economics (2014)