Course Descriptions None 2024-2025

Course Title	Introduction into the Information Society
Course Code	EBC2018
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	2-9-2024	20-10-2024			X		X

Level	Intermediate
Coordinator	Stefan Terstiege For more information:s.terstiege@maastrichtuniversity.nl
Language of instruction	English
Goals	1.) Learn durable economic principles of markets for information goods 2.) Skills in analyzing such markets 3.) Deepen knowledge of game theory and its applications 4.) Understand a range of important pricing strategies for sellers with market power 5.) Overview of legal and policy aspects as well as business practices
Description	This course is an extension of the first-year course Microeconomics (EBC1010) with a focus on markets for information goods. The term 'information good' is very broad and includes, in principle, everything that can be digitized, such as books, databases, music, movies, software, etc. As a consequence, trade often takes place via the Internet. We study several topics such as pricing, network effects, and lock-in. One focus will be on platforms (e.g., Apple's App Store, Google Search Engine, Netflix), which are often key players in markets for information goods. At the beginning of the course, we introduce concepts from pricing and game theory, reviewing and extending contents of the course Microeconomics (EBC1010); later, we apply these concepts.
Literature	The textbooks for this course are usually: * Belleflamme, P. & Peitz, M. (2021). The Economics of Platforms: Concepts and Strategy. Cambridge University Press. * Bonnano, G. (2015). Game Theory. Open access textbook. * Perloff, J.M. Microeconomics. Pearson Addison Wesley. The edition will be stated in the syllabus. * Shapiro, C. & Varian, H. (1998). Information Rules: A Strategic Guide to the Network Economy. Harvard Business School Press. In addition, we read academic articles.
Prerequisites	It is expected that the students who take this course have a solid knowledge in microeconomics at the level of having passed the first-year course Microeconomics (EBC1010). It is also expected that the students have prior knowledge of basic calculus and statistics, corresponding to familiarity with the topics covered in Quantitative Methods I (EBC1006) and Quantitative Methods II (EBC1034).
Teaching methods	PBL / Presentation / Assignment
Assessment methods	Written Exam / Presentation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor Economics and Business Economics - Economics and Management of Information	Year 2 Compulsory Course(s)
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses