

## Course Descriptions Bachelor 2018-2019

Course Title Introduction into the Information Society  
 Course Code EBC2018  
 ECTS Credits 6,5  
 Assessment None

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
1		3-9-2018	26-10-2018			X/E		X/E

Level Intermediate

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Language of instruction English

Goals The objective of this course is to understand the impact of information on the economy and society. After having learned basic theory on oligopolistic markets and the economics of (asymmetric) information, this knowledge is applied to analyse markets that are characterized by factors related to information, such as: infrastructure, standardization, compatibility, intellectual property rights and patenting, versioning, switching costs and lock-in, consumptive externalities (network effects), and reputation.

Description The course consists of an extension of the microeconomics topics that have been discussed in the first year microeconomics course (EBC1011) such as basic game theory, industrial organisation, and issues on asymmetric information. In addition, the theories learned are immediately applied to markets that are characterized by properties that are specific for the information society. In the discussions, next to the economic aspects, also legal and policy aspects will be addressed.

Literature An intermediate microeconomics textbook like, for example, Perloff J.M. (2012) . Microeconomics, Pearson  
 Next to this a accompanying textbook concentrated on the information society like, for example Shapiro, C. and H.R. Varian (1999), Information Rules, A Strategic Guide to the Network Economy, Harvard Business School Press, Boston

In addition a couple of articles will be studied.

Prerequisites Knowledge and understanding of introductory microeconomics, comparable to course first-year Microeconomics, which is based on the first half of Perloff, J.M. (2012), Microeconomics, Pearson, Addison Wesley, Boston.  
 an advanced level of English

Teaching methods PBL / Presentation / Assignment

Assessment methods Final Paper / Participation / Written Exam

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 Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses