

Title:	<i>Doing business in digital economy</i>
Lecturer	Dr Mikołaj Klimczak
Lecture hours:	18 hours
Study period:	Summer School, postgraduate
Location:	Wrocław University of Economics, Poland
Examination:	<i>Written work in form of presentation</i>
Language:	English
Prerequisites:	<i>None</i>
Course content:	<p>Markets in digital economy differ significantly from traditional markets of tangible commodities. Music, movies, computer programs, video games can be duplicated without significant additional cost. Internet and digital media allow for an easy and fast search of content relevant and interesting for buyers as well as for an easy comparison of offers and prices.</p> <p>The main goal of the course is to let students understand, analyze and make conscious decisions connected with digital economy. This can be done only while teaching about technological and legal basics of exchange within digital economy as well as theoretical framework of economic analysis. The additional goal is to allow foreigners to comprehend Eastern European (generally) and Polish (specifically) perspective of digital economy.</p> <p>The content of the course includes: (1) Basic terms and issues, (2) Intellectual property law – the case study of music industry, (3) Power law – measuring popularity, (4) New business models: digital economy start-ups in Eastern Europe, (5) Long tail economy – fact or fiction?, (6) Financing Internet services: Google, Facebook, Microsoft, Twitter, (7) Two-sided markets, (8) Price and product strategies in digital economy.</p>
Learning outcomes:	<p>During study the student should:</p> <ul style="list-style-type: none"> • possess theoretical economic framework of analysis of digital economy, • comprehend technological and legal boundaries of digital economy, • distinguish and describe various phenomena occurring in digital economy, • describe various new business models which emerged in the process of development of digital economy, • asses and criticize new business models as well as evaluate their usefulness in various conditions and situations, • be able to justify the usefulness of various pricing and product strategies in digital economy.
Literature	<ol style="list-style-type: none"> 1. David Easley, Jon Kleinberg, <i>Networks, Crowds, and Markets: Reasoning About a Highly Connected World</i>, http://www.cs.cornell.edu/home/kleinber/networks-book/ 2. Erik Brynjolfsson, Brian Kahin, <i>Understanding the digital economy: data, tools, and research</i>, MIT Press, 2002 3. Gerhard Illing, Martin Peitz, <i>Industrial Organization And the Digital</i>

	<p>Economy, MIT Press, 2006</p> <ol style="list-style-type: none">4. Oz Shy, The Economics of Network Industries, Cambridge University Press, 20015. Don Tapscott, Anthony D. Williams, Wikinomics: How Mass Collaboration Changes Everything, Penguin Group US, 20086. Chris Anderson, The Long Tail: Why the Future of Business is Selling Less of More, Hyperion, 2006 <p>Supplementary books and articles may be used.</p>
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