DIGITAL ECONOMY

1	Course Title:	DIGITAL ECONOMY
2	Course Code:	IKT4306
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	8
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. Cem Okan Tuncel
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Prof. Dr. Cem Okan TUNCEL Adres: Uludağ Üniversitesi, İktisadi ve İdari Bilimler Fakültesi İktisat Bölümü Posta kodu: 16059 Görükle Kampüsü, Nilüfer/ Bursa Tel:224 29 41 177 E posta:cotuncel@uludag.edu.tr
17	Website:	
18	Objective of the Course:	The digitization of the economy is one of the most critical issues of our time. Digital technologies have changed businesses and people's lives and will continue to do so in the future. This course aims to analyze the digital economy and how the digital economy affects markets and society. It will examine some of the key features prevalent in the digital economy, including network effects, bilateral markets, search and matching, reputation systems, and data usage. In addition, next-generation models such as search engines, e-commerce platforms and the GIG economy will be discussed.
19	Contribution of the Course to Professional Development:	Students taking the course will be able to analyze how the digitalization of the economy affects markets and society.
20	Learning Outcomes:	
	1	To have knowledge about the digital economy.
	2	To have knowledge about digital business models.
	3	To learn about selected socio-technical issues in the digital economy such as privacy and market regulation.
	4	To learn how the internet, mobile communications, the sharing economy, social media, and cryptocurrencies impact global businesses.
	5	To examine some of the key features prevalent in the digital economy, including network effects, bilateral markets, search and match, reputation systems, and data usage.
	6	
	7	
	8	
	9	

	10	

21	Course Content:

Course Content:

Week	Theoretical	Practice
1	General Concepts of the Digital Economy	
2	Digital Technologies as General Purpose Technologies	
3	Pricing and Zero Marginal Cost Economics in the Digital Economy	
4	Competition in the Digital Economy	
5	Platform Economies and Network Effects	
6	Two Sided Markets	
7	Information Economy in Digital Markets: Search Engine and Matching	
8	Sharing and GIG Economies	
9	Entrepreneurship Ecosystem in the Digital Economy	
10	Start-up Economy and Digital Business Models	
11	Intellectual Property Rights and Open Sources in the Digital Economy	
12	Industry 4.0	
13	The Economics of Blockchain Technology	

Activites		Number	Duration (hour)	Total Work Load (hour)
22	Textbooks, References and/or Other Materials:	14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preperation		10	8.00	80.00
Homeworks		0	0.00	0.00
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		1	12.00	12.00
Others		0	0.00	0.00
Final Exams		1	16.00	16.00
Total Work Load				162.00
Total work load/ 30 hr				5.00
ECTS Credit of the Course				5.00

Rifkin J. (2015). Nesnelerin İnterneti Ve İşbirliğin Çağı. İstanbul: Optimist Yayınları

Yay, İstanbul

Özkasıkcı İ. (2013). Dijital Çağda Girişimcilik Ekosistemi

Brynjolfsson, E. & MaAfee A. (2015). İkinci Makine Çağı. Türk Hava Yolları Yay. İstanbul

Network Effects." The Journal of Economic Perspectives, Vol 8, No. 2, pp. 93-115

"Strategies for Two-Sided Markets", Harvard Business Review

RAND Journal of Economics, 37:668-691.

23	Assesment

TERM LEARNING ACTIVITIES	**NUMBER**	**WEIGHT**
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00

Measurement and Evaluation Techniques Used in the Course	Multiple choice exam / short answer exam

24	ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	**PQ2**	**PQ3**	**PQ4**	**PQ5**	**PQ6**	**PQ7**	**PQ8**	**PQ9**	**PQ10**	**PQ11**	**PQ12**	**PQ13**	**PQ14**	**PQ15**	**PQ16**
ÖK1	3	3	3	3	3	3	3	3	3	3	3	3	0	0	0	0
ÖK2	3	3	3	3	3	3	3	3	3	3	3	3	0	0	0	0
ÖK3	3	3	3	3	3	3	3	3	3	3	3	3	0	0	0	0
ÖK4	3	3	3	3	3	3	3	3	3	3	3	3	0	0	0	0
ÖK5	3	3	3	3	3	3	3	3	3	3	3	3	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	**1 very low**		**2 low**			**3 Medium**				**4 High**			**5 Very High**			