

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.
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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		
14	Artificial Intelligence Automation Systems and Robots		
22	Textbooks, References and/or Other Materials:	<p>Rifkin J. (2015). Nesnelerin İnterneti Ve İşbirliği Çağı. İstanbul: Optimist Yayınları.</p> <p>Schwap K. (2016). Dördüncü Sanayi Devrimi. Optimist Yay. İstanbul</p> <p>Özkaşıkçı I. (2013). Dijital Çağda Girişimcilik Ekosistemi. Butik Yayıncılık. İstanbul.</p> <p>Brynjolfsson, E. & MaAfee A. (2015). İkinci Makine Çağı. Türk Hava Yolları Yay. İstanbul</p> <p>Katz, M. and Shapiro, C. 1994. "System Competition and Network Effects." The Journal of Economic Perspectives, Vol.8, No. 2, pp. 93-115.</p> <p>Eisenmann, T., Parker, G., and Van Alstyne, M. 2006, "Strategies for Two-Sided Markets", Harvard Business Review.</p> <p>Armstrong, M (2006), "Competition in Two-Sided Markets", RAND Journal of Economics, 37:668-691.</p>	
23	Assesment		
TERM LEARNING ACTIVITIES		NUMBE R	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
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24	ECTS / WORK LOAD TABLE
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	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

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
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	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
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