DIGITAL ECONOMY									
1	Course Title:	DIGITAL	ECONOMY						
2	Course Code:	IKT4306							
3	Type of Course:	Optional							
4	Level of Course:	First Cyc	le						
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		Ρ	ractice								
1	General Concepts of the Digital Ecor	iomy										
2	Digital Technologies as General Purp Technologies	oose										
3	Pricing and Zero Marginal Cost Econ the Digital Economy	omics in										
4	Competition in the Digital Economy											
5	Platform Economies and Network Eff	ects										
6	Two Sided Markets											
7	Information Economy in Digital Marke Search Engine and Matching	ets:										
8	Sharing and GIG Economies											
9	Entrepreneurship Ecosystem in the E Economy	Digital										
10	Start-up Economy and Digital Busine Models	SS										
11	Intellectual Property Rights and Oper Sources in the Digital Economy	ו										
12	Industry 4.0											
Activit	The Economics of Blockchain Techn CS	alogy		Number	Duration (hour) Total Wo Load (ho							
Th 222 re	ibattbooks, References and/or Other		R	ifkan J. (2015). Nesnele	Ɓin0≬ nterneti Ve Işb	r 4iĝi0Ç ağı.						
Practica	als/Labs		ملا	0	0.00	0.00						
Self stu	dy and preperation		Y	aw İstanbul	8.00	8 <u>0.</u> 00						
Homew	vorks			0	0.00	0.00						
Project	6		B	rynjolfsson, E. & MaAf	சூரு (2015). Ikinci	Makine Çağı.						
Field St	tudies			0	0.00	0.00						
Midtern	n exams			etwork Effects." The Jo	htmgf of Economic	Perspectives,						
Others				0	0.00	0.00						
Final E	xams		"S R	trategies for Two-Side	d Markets", Harvar	d Business						
Total W	/ork Load					162.00						
Total w	ork load/ 30 hr		R	AND Journal of Econo	mics, 37:668-691.	5.00						
ECTS (Credit of the Course					5.00						
23	Assesment		_									
TERM L	EARNING ACTIVITIES	NUMBE R	WEIGHT									
Midterm Exam 1				40.00								
Quiz 0				0.00								
Home v	work-project	0	0.00									
Final E	xam	1	60.00									
Total		2	100.00									
Contrib Succes	ution of Term (Year) Learning Activitiess Grade	es to	40.00									
Contrib	ution of Final Exam to Success Grade	9	60.00									
Total			100.00									

Measurement and Evaluation Techniques Used in the M 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	PQ1 0	PQ11	PQ12	PQ1 3	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																	
Contrib ution Level:	ib 1 very low 1 I:				2 low 3 M			Medi	èdium 4 High			5 Very High					