

SUMMER MODULE COURSE

Business Strategy for Platform and Digital Markets		
Responsible:	Target group	Number of participants
Firat Inceoglu, Ph.D.	Bachelor Economics/Management	any limitations
Course period:	Term:	ECTS:
June 24 th – July 6 th , 2021 (24.6. 2-6 p.m., 25.6. 12-4 p.m., 1.7. 2-6 p.m., 2.7. 12-4 p.m., 5.7. 12-4 p.m., 6.7. 12-4 p.m.)	summer semester 2021	5
Contents & Objectives:		
<p>After successful completion of this class, the students should be familiar with issues arising in many of the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy, such as Uber and AirBnB. They will not only be able to understand observed behavior in information goods, industries which exhibit network effects and platform markets but will be able argue for new strategies in light of the specific features a market/product may exhibit.</p>		
Prerequisites:		
Students taking this class should be familiar with basic concepts in Microeconomics.		
Course Structure:		
	CONTENTS	
1	I Pricing information goods I.a Market segmentation methods	
2	I.b Digital rights management and piracy	
3	I.c Alternative monetization strategies	
4	II Network effects II.a Subgame perfect Nash equilibrium	
5	II.b Monopoly pricing	
6	II.c Competition in markets with network effects	
7	II.d Compatibility and multihoming	
8	II.e Dynamic competition	
9	III Competition in markets with switching costs	
10	IV Two(Multi)-Sided Markets and Platforms IV.a Monopoly pricing in platform markets	
11	IV.b Competition in platform markets	
12	IV.c Non-price strategies	

Literature:
<p>[1] There is no textbook. The course will be based on detailed lecture notes, to be provided in the WueCampus site.</p> <p>Interested students can use as a general reference the following excellent book:</p> <p>Carl Shapiro and Hal R. Varian, (1998), Information Rules: A Strategic Guide to the Network Economy, Harvard Business School Press.</p> <p>[2] In addition, a freely available book on Industrial Organization can serve as a reference for the tools that we will employ in this class:</p> <p>Jeffrey Church and Roger Ware. (2000), Industrial organization : a strategic approach. Boston: Irwin/McGraw-Hill. It can be downloaded at http://works.bepress.com/jeffrey_church/23/</p> <p>Opens external link in new window Various other readings that will be made available on WueCampus. This is the main text and it will be supplemented with lecture notes and additional readings.</p>
Assessment:
Exam: Online
Contact:
Firat.inceoglu@uni-wuerzburg.de
Application:
<ul style="list-style-type: none">○ transcript of records (regarding your current degree programme)○ certificate of secondary school○ short CV○ copy of passport○ application form (will be generated in the application process)
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