

Fundamentals of Electronic Markets

Responsible:																				
Professor Christoph M. Flath, Juniorprofessur für Operations Management																				
Programme:	Term:	ECTS:																		
Bachelor	Winter	6 CP																		
Time and Venue:																				
Tuesday, 8.00-10.00, SR 418, Sanderring																				
Contents & Objectives:																				
<p>This course aims to offer insights and knowledge in the area of electronic markets. The characteristics of electronic markets as well as the resulting opportunities will be discussed. The goal is to explore principles and challenges concerning network effects, pricing, information markets and online advertising. In particular, students gain an understanding of E-Business models, as well as digital and social media marketing principles and practices. Other topics covered in this course include challenges of digital goods, internet market places, trust and reputation mechanisms, social networks, negotiations, auctions, market engineering and sponsored search.</p>																				
Prerequisites:																				
The course is designed for Bachelor students with a basic knowledge in business and economics. An affinity for information systems is recommended.																				
Course Structure:																				
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Literature																				
Readings will be provided during the lecture.																				
Exam:																				
60-minute final written exam																				
Contact:																				
Dr. Christoph Flath, Professor (christoph.flath@uni-wuerzburg.de)																				