

Module No.	M 4.1		
Title	Economics of Digitization		
Module type	SU		
Language of Instruction	English		
Teaching Methods	Seminar	Frequency	Weekly
Semester	1		
CHW	4		
ECTS-Credits	5	Workload*	50 / 40 / 40 / 20
Responsibility for the Course	Prof. Dr. Henzel		
Lecturer	Prof. Dr. Henzel		
Corresponding Courses	NA	Prerequisites	None
Assessment Method	Seminar Paper	Study aids to be used	

*Workload in hours: presence in lectures / Preparation and follow-up of lectures / self study / revision for assessments

Intended Learning Outcomes (Skills, Knowledge, Attitude)

Students are able to independently perform country analyses based on economic macroeconomic models. Students become familiar with important sources of economic information and are able to gather, assess and analyze them independently with the help of suitable economic methods. Students exchange ideas and discuss concepts. Transfer of ability to prepare and present obtained results orally and in writing.

Contents

- **Macroeconomics: Topics in Digitization**
 - Measuring economic performance
 - Apply statistical methods to disentangle long-term growth and business cycle
 - Identify drivers of long-run growth in an economy
 - Estimate the impact of technical progress (digitization) on labor markets
 - Digitization and the Monetary System
- **Microeconomics: Topics in Digitization**
 - Production of information goods and copyrights
 - Consumption of digital goods
 - Pricing of digital goods
 - Networks and Systems Competition
 - Auctions

Applied methods in Economics and Business administration

- **Analysis models and methods (research and analysis models):**
Stylized macroeconomic growth models, National accounts, Profit maximization
- **Quantitative empirical methods (comparative – statistical, mathematical methods, data analysis):**
Ad-hoc filter, correlation, data organization
- **Qualitative and interpretative methods (expert interviews, polls, standardized surveys)**
Interpretation and discussion in small groups, expert presentation

Teaching and Learning methods

- Tuition in seminars, project work, group projects, presentations

Literature

- Jones, Charles I., Macroeconomics, International Edition, W.W. Norton and Company, 3rd ed., 2014
- Shapiro, Carl and Hal Varian, Information Rules, Harvard Business School Press, 1999
- Knieps, Günter, Network Economics, Springer Texts in Business and Economics, 2015
- Introduction of further literature during seminars