

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Digital business and innovation
1.8. Language of study	English
1.9. Academic year	2023-2024

2. Information on the discipline

2.1. Name	The economics of information: strategy, structure and pricing								
2.2. Code	23.0295IF1.1-0004								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	Cadru asoc Lect.dr. NĂSULEA A CHRISTIAN				christian.nasulea@fabiz.ase.ro			
	S(S)	Cadru asoc Lect.dr. NĂSULEA A CHRISTIAN				christian.nasulea@fabiz.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	S(S) 1.00
	C(C) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	C(C) 14.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	122.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	45.00
Additional documentation in the library, on specialized online platforms and in the field	45.00
Preparation of seminars, labs, assignments, portfolios and essays	24.00
Tutorials	3.00
Examinations	4.00
Other activities	1.00

4. Prerequisites

4.1. of curriculum	Marketing Strategic Management The Digital Economy
4.2. of competences	Understanding the relationships and interactions between the company and its environment Business analysis (strategy, structure, prices)

5. Conditions

for the S(S)	multimedia room, internet connection
for the C(C)	multimedia room, internet connection

6. Acquired specific competences

PREFESSIONAL	C1	
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7. Objectives of the discipline

7.1. General objective	Understanding the influence of the economics of information on strategy, structure and pricing in the economic ecosystem.
7.2. Specific objectives	<ul style="list-style-type: none"> - Gaining knowledge concerning the interaction between economy and information within the current business ecosystem. - Gaining knowledge concerning the interaction between humans and machines - Gaining knowledge concerning pricing policies for products and services. - Developing the capacity to translate technological progress into organizational strategy - Developing abilities for the identification of new sources of competitive advantage in the digital economy.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	The future of the Economics of Information Conclusions	interactive presentations, debates, simulations, case studies	
2	Digital transformations in emerging markets	interactive presentations, debates, simulations, case studies	
3	Debate: Government control of Big Tech	interactive presentations, debates, simulations, case studies	
4	Core & Crowd 1: The implications of blockchain technology	interactive presentations, debates, simulations, case studies	
5	Core & Crowd 2: Distributed Expertise	interactive presentations, debates, simulations, case studies	
6	Products and platforms 1: Fake news and misinformation	interactive presentations, debates, simulations, case studies	
7	Products and platforms 2: Using platforms to influence behaviour	interactive presentations, debates, simulations, case studies	
8	Differential pricing: price signals and screening	interactive presentations, debates, simulations, case studies	
9	Man and machine 1 - Debate: Overall, the AI is going to make things worse	interactive presentations, debates, simulations, case studies	
10	Products and platforms 3: Market research and competition	interactive presentations, debates, simulations, case studies	
11	Products and platforms 4: Open, multi-facet, perfect networks	interactive presentations, debates, simulations, case studies	
12	Man and machine 2: AI, price differentiation and signals	interactive presentations, debates, simulations, case studies	
13	Man and machine 3: Strong points and weak points	interactive presentations, debates, simulations, case studies	
14	The Economics of Information and Industry 4.0	interactive presentations, debates, simulations, case studies	

Bibliography

- Brynjolfsson E., Saunders A., Wired for innovation: How information technology is reshaping the economy, MITPress, Cambridge MA, 2009, Statele Unite ale Americii
- Shapiro C, Varian H., Information rules: A strategic to the network economy, Harvard Business School Press, Cambridge MA, 1998, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Core & Crowd 1: The implications of blockchain technology	case studies and group discussions	
2	Debate: Government control of Big Tech	case studies and group discussions	
3	Digital transformations in emerging markets	case studies and group discussions	
4	The future of the economics of information Conclusions	case studies and group discussions	
5	Core & Crowd 2: Distributed Expertise	case studies and group discussions	
6	Products and platforms 1: Fake news and misinformation	case studies and group discussions	
7	Products and platforms 2: Using platforms to influence behaviour	case studies and group discussions	
8	Differential pricing: price signals and screening	case studies and group discussions	
9	Man and machine 1 - Debate: Overall, the AI is going to make things worse	case studies and group discussions	
10	Products and platforms 3: Market research and competition	case studies and group discussions	
11	Products and platforms 4: Open, multi-facet, perfect networks	case studies and group discussions	
12	Man and machine 2: AI, price differentiation and signals	case studies and group discussions	
13	Man and machine 3: Strong points and weak points	case studies and group discussions	
14	The Economics of Information and Industry 4.0	case studies and group discussions	
<p>Bibliography</p> <ul style="list-style-type: none"> - Brynjolfsson E., Saunders A., Wired for innovation: How information technology is reshaping the economy, MIT Press, Cambridge MA, 2009, Statele Unite ale Americii - Shapiro C, Varian H., Information rules: A strategic to the network economy, Harvard Business School Press, Cambridge MA, 1998, Statele Unite ale Americii 			

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

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10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Progressive evaluation	Active participation, simulations, case studies	40.00
10.2. Final assessment	Summative evaluation	Oral exam	60.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance			

Date of listing,
04/26/2024

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,