MGT-431

Information: strategy & economics

Weber Thomas

Cursus	Sem.	Type
Financial engineering	MA1, MA3	Opt.
Management, Technology and Entrepreneurship minor	H	Opt.
Managmt, tech et entr.	MA1, MA3	Opt.
Systems Engineering minor	H	Opt.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	14
Hours	**3 weekly**
Courses	3 weekly
Number of positions	

It is not allowed to withdraw from this subject after the registration deadline.

Summary

Introduction to the economics of information and its strategic ramifications. The main objectives are to use economic theory to understand strategic interactions in the presence of uncertainty, estimate the value of information, and to analyze competitive strategy in an information economy.

Content

The following topics will be discussed:
1. Product Differentiation
2. Pricing Methods
3. Externalities and System Effects
4. Moral Hazard and Incentives
5. Markets and Intermediaries
6. Imperfect Competition: Search Markets
7. Auctions & Bargaining
8. Sharing Markets

Keywords

Economic Models, Information, Strategic Management

Learning Prerequisites

Important concepts to start the course

Basic calculus & economics & statistics

Learning Outcomes

By the end of the course, the student must be able to:

- Realize strategic significance of information
- Create a dynamic strategic plan
- Develop structural insights
- Solve basic quantitative models
- Construct performance metrics
- Optimize operational decisions in the presence of uncertainty and competition

- Transpose concepts to concrete application (project)

Transversal skills

- Set objectives and design an action plan to reach those objectives.
- Use a work methodology appropriate to the task.
- Communicate effectively with professionals from other disciplines.
- Assess one's own level of skill acquisition, and plan their on-going learning goals.
- Collect data.
- Make an oral presentation.
- Write a scientific or technical report.
- Access and evaluate appropriate sources of information.

Assessment methods

Continuous assessment combining:
20% Homework
40% Team project
40% Midterm exam (during the semester)

Resources

Virtual desktop infrastructure (VDI)

No

Bibliography

Reading bulkpack

Websites

- http://econspace.net/MGT-431.html