

Econ 106T: The Economics of E-Commerce and Technology

http://www.econ.ucla.edu/sboard/teaching/tech_14/tech_14.html

Professor: Simon Board.

Office: Bunche 9353.

Office Hours: M,W 4:00-5:00pm.

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Description: This class analyzes the economics of e-commerce and technology. It will identify the critical features that differentiate the technology firms from traditional industries, and examine the implications for business strategy. The class will discuss topics such as network effects, switching costs, and platform markets. To complement the economic theory, we will also consider a case study of a firm each week. These have three aims: to provide applications for the concepts developed in the lectures; to inform you about different industries; and to help develop your written, rhetorical and presentation skills. Evaluation is through participation, case write-ups, a final paper and a final.

Prerequisites: Econ 11, Econ 41, Econ 101.

Important dates: Please take note of the following dates:

Date	Day	Event
14th Nov	F	Project proposal due
27th Nov	R	Thanksgiving
12th Dec	F	Projects due
13th Dec	Sa	Final, 3:00-6:00pm

Lectures: These will be devoted to covering theoretical background used to study technology and e-commerce markets. I will present formal, mathematical models and then illustrate the ideas with applications.

Lecture	Day	Time	Room
Lec 1	T,R	9:30–10:45	PA 2270
Lec 2	T,R	11:00–12:15	PA 2270

Lab Lectures: These will be used to discuss the cases. We are also fortunate to be joined by a number of esteemed alumni. Each case will be opened by one group of students. Since

participation is crucial to the functioning of the labs, **attendance to the lab is compulsory** and will be recorded. Some of our guests travel from the Bay Area to help out with the class, so please be punctual; if you are late, you will be marked as absent. Please come to your allotted lab section; if you go to the wrong section, you will again be marked as absent.

Lecture	Day	Time	Room
Lab 1	F	9:00–10:15	PA 2270
Lab 2	F	10:30–11:45	PA 2270

Lab Sections: These will be used to practice (and select) group presentations for Friday. Each week, your TA will pick 3 groups, run through your presentations, ask questions and give you advice about your presentation style.

Section	Day	Time	TA Name	Email
1A	R	1:00–1:50	Tiago Caruso	caruso@ucla.edu
1B	R	2:00–2:50	Tiago Caruso	caruso@ucla.edu
1C	R	5:00–5:50	Zhuoran Lu	luzhr2012@gmail.com
2A	T	9:00–9:50	Zhuoran Lu	luzhr2012@gmail.com
2B	R	1:00–1:50	Xinyu Fan	fanxy@ucla.edu
2C	R	2:00–2:50	Xinyu Fan	fanxy@ucla.edu

Guests: We will have the following alumni visit us:

Date	Guest	Lecture	
3rd Oct	-		Introduction to Cases
10th Oct	Neil Pardasani	Partner, BCG	Square, Kellogg KEL-792
17th Oct	Barry Eggers	Partner, Lightspeed VC	Netflix, HBS 9-607-138
24th Oct	Kieran Nolan	VP, AT&T	Facebook, HBS 9-808-128
31st Nov	James Min	Partner, Telos Advisors	Twitter, HBS 9-710-455
7th Nov	Gary Schoenfeld	CEO, PacSun	eBay and Amazon, HBS 9-712-405
14th Nov	Roger Corn	VP, OpenX	Microsoft adCenter, HBS 9-908-049
21st Nov	Kim Salzer	General Manager, Gifts.com	Yelp, HBS 9-709-412
28th Nov	Mr Butterball		Gobble, Gobble
5th Dec	Andre James	Partner, Bain & Co.	Movie Theatres, Bus. Hor., 2007, p. 491–501
12th Dec	Terry Kramer	Regional President, Vodafone	Android, Stanford SM-176

Work

Groups: You should form a group of 3 people. If you can find a group, let us know by Friday Oct 3rd, 11:59pm. Group members must be in the same lab section. We will match the remaining people randomly.

Case write-ups: Each Friday, at end of lab lecture, your group will need to hand in a case write-up, answering several short-answer questions. Be brief: maximum 3 pages, 1.5 spacing, font 11, normal borders. We will grade 4 of these (I'm not telling you which). You can drop the lowest score.

Projects: A project is essentially a mini case study of a firm your group picks. Every group writes on a different firm, allocated on a a first-come, first-served basis. A spreadsheet of projects is found at <http://goo.gl/CTkVaP>. To ensure that your project is feasible you will need to hand in a proposal by Friday Nov 14th. The project itself is due by 11:59pm of the last day of class (Friday Dec 12th) via TurnItIn on your MyUCLA page.

Final: The final consists of one case. You have 3 hours. The exam is closed book, but you are allowed 10 sides (5 pages) of notes. You will write on the exam, so you don't need a blue book. For both sections, the exam is on Saturday 13th Dec, 3:00–6:00pm.

Main class grading: 30% Case write-ups, 35% Final project, 35% Final.

Lab grades: 30% participation in lab lectures, 30% attendance in lab lectures, 40% participation in lab sections.

Acknowledgements: This class has been greatly improved by input from Eric Budish, Peter Coles and Terry Kramer.