

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

http://www.econ.ucla.edu/sboard/teaching/tech_16/tech_16.html

Professor: Simon Board.

Office: Bunche 9353.

Office Hours: M, W 1:00-2:00pm.

Email: sboard@econ.ucla.edu.

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 101.

Important dates: Please take note of the following dates:

Date	Day	Event
4th Nov	F	Project proposal due
11th Nov	F	Veteran's Day
24-25th Nov	R, F	Thanksgiving
2nd Dec	F	Projects due, 11:59pm
3rd Dec	Sa	Final, 11:30am - 2:30pm

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	9:30–10:45	PA 2270
Lab 2	F	11:00–12:15	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. You should attend the lab section in which you registered. If you'd like to swap with someone, please write down your details here: <https://goo.gl/7FLQTu>.

Section	Day	Time	TA Name	Email
1A	W	2:00–3:50	Nick Doran	ndoran88@g.ucla.edu
1B	R	5:00–5:50	Zhuoran Lu	luzhr2012@gmail.com
1C	W	4:00–4:50	Nick Doran	ndoran88@g.ucla.edu
2A	W	3:00–3:50	Xinyu Fan	fanxy@ucla.edu
2B	W	5:00–5:50	Xinyu Fan	fanxy@ucla.edu
2C	T	4:00–4:50	Zhuoran Lu	luzhr2012@gmail.com

Guests: We will have the following alumni visit us:

Date	Guest	Position	Case
23rd Sep	Prof. Board	-	Introduction to Cases
30th Sep	Greg Isaacs	SVP, BEN	eBay and Amazon (A), HBS 9-712-405
7th Oct	Steve Laub	CEO, Amtel	TBA
14th Oct	James Min	Partner, Telos Advisors	Twitter, HBS 9-710-455
21st Oct	Neil Pardasani	Partner, BCG	Square, Kellogg KEL-792
28th Oct	Terry Kramer	Regional President, Vodafone	Ford HBS 9-614-018
4th Nov	Kieran Nolan	VP, AT&T	Zillow, HBS 9-913-021
11th Nov	No class	-	Veteran's Day
18th Nov	Andre James	Partner, Bain & Co.	Movie Theatres, Bus. Hor., 2007, p. 491-501
27th Nov	Mr Butterball	-	Gobble, Gobble
2nd Dec	Julie Lee	President, Channel Factory	TBA

Work

Groups: You should form a group of 3 people. If you can find a group, let us know by Friday Sep 23rd, 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 the 8 cases (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 first-come, first-served basis. A spreadsheet of projects is found at <https://goo.gl/8CHno8>. To ensure that your project is feasible you will need to hand in a proposal by Friday Nov 4th. The project itself is due by 11:59pm of the last day of class (Friday Dec 2nd) 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 3rd Dec, 11:30am - 2:30pm.

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% participa-

tion in lab sections.

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