

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

[http://www.econ.ucla.edu/sboard/teaching/tech\\_19/tech\\_19.html](http://www.econ.ucla.edu/sboard/teaching/tech_19/tech_19.html)

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### Teaching Assistants:

Tim Kim - [kgr0427@ucla.edu](mailto:kgr0427@ucla.edu). Monday 1-3pm, Bunche 2265

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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 101.

**Important dates:** Please take note of the following dates:

Date	Day	Event
5th April	F	Email Tim with your group, 11:59pm
3rd May	F	Project proposal due, in class
7th June	F	Projects due, 11:59pm
8th June	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. You can attend either lecture, space allowing.

Lecture	Day	Time	Room
Lec 1	T,R	9:30–10:45	Haines A25
Lec 2	T,R	11:00–12:15	Haines A25

**Lab Lectures:** These will be used to discuss the cases. We are also fortunate to be joined by a number of esteemed alumni. 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 or attend the wrong lecture, you will be marked as absent.

Lecture	Day	Time	Room
Lab 1	F	9:00–9:50	PA 2270
Lab 2	F	10:00–12:15	PA 2270

**Lab Sections:** There are no lab sections. For administrative reasons, the University automatically assigns section when for any class with a lab.

## Work

**Groups:** You should form a group of 3 people. If you can find a group, email Tim by Friday April 5th, 11:59pm. Include your lab lecture sections to help us match groups with TAs. Group members can be in any 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/8q5Li3>. To ensure that your project is feasible you will need to hand in a proposal by Friday May 3rd (Week 5). The project itself is due by 11:59pm of the last day of class (Friday June 7th) 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 June 8th, 11:30am - 2:30pm.

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

**Lab grades:** 50% participation in lab lectures, 50% attendance in lab lectures.

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