

# Enquire Teaching Timetable

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## Course Outcome

### ECON 3570 - Information Technology and Economy

#### Learning Outcome

1. Understand why information technology permeates many aspects of our life.
2. Able to evaluate issues relating to the use of information technology critically.

#### Course Syllabus

The course explores how ever-evolving information technology changes business operations and affects our daily life. The course discusses fundamental concepts and practical applications of information technology, especially issues related to its role, cost and benefit. Upon completing the course, students will be aware of the extent to which information technology permeates many aspects of our life. They will also be able to evaluate issues relating to the use of information technology critically.

#### Assessment Type

	Assessment Type	Current Percent
1	Essay test or exam	70
2	Others	30

#### Feedback for Evaluation

Department's course and teaching evaluation questionnaire

Reflection of teacher (evidence from student performance in homework assignments, in-class discussions, mid-term exam, and final exam)

#### Required Readings

- Shapiro, Carl and Hal Varian, Information Rules: A Strategic Guide to the Network Economy, Harvard Business School Press, 1999.
- Shy, Oz, The Economics of Network Industries, Cambridge University Press, 2001.

#### Recommended Readings

- David, Paul A. 1985, "Clio and the Economics of QWERTY", The American Economic Review, Vol.75 No. 2, pp 332-337.
- Economides, N. and C. Himmelberg, 1995, Critical Mass and Network Size with Application to the US FAX Market, August, NYU Stern School of Business EC-95-11.
- Hanson, Ward. (1998) "The Original WWW: Web Lessons From the Early Days of Radio" Journal of Interactive Marketing, Vol. 12, No. 3.
- Hawkins, Richard E., 2004, "The Economics of Open Source Software for a Competitive Firm", Netnomics, Vol. 6, pp103-117.
- Hu, Yu (Jeffrey), 2004, Performance-based Models in Online Advertising, working paper available at SSRN : <http://ssrn.com/abstract=501082>.
- Hoffman, D. and T. Novak, 2000, "Advertising Pricing Models for the World Wide Web" in Internet publishing and beyond : the economics of digital information and intellectual property edited by Brian Kahin and Hal R. Varian. P45-61.
- ITSC, CUHK.  
- <http://www.cuhk.edu.hk/itsc/security>

- <http://www.cuhk.edu.hk/ca/>
- Kahin and Varian (Edited), 2000, Internet publishing and Beyond: The Economics of Digital Information & Intellectual Property, pp. 190-202.
- Katz and Shapiro (1994), "Systems Competition and Network Effects", Journal of Economic Perspectives, Vol.8, pp93-116.
- Laudon and Laudon (2004), Management Information Systems, Chapter 7.
- Lerner, Josh and Jean Tirole, 2002, "Some Simple Economics of Open Source", The Journal of Industrial Economics, June Vol. L No. 2, pp 197-234.
- MacKie-Mason, Jeffery & Hal R. Varian, 1994. "Some FAQs about Usage Based Pricing." <http://www-personal.umich.edu/~7Ejmm/papers/useFAQs/useFAQs.pdf>
- Pindyck, Rubinfeld and Koh (2006), Microeconomics: An Asian Perspective, Ch 4, 8-10, 13.
- Price Waterhouse Coopers, IAB Internet Advertising Revenue Report, 2010 First Half-Year Results, October 2010.
- Zakon, Robert H. (2010) Hobbes' Internet Timeline 10.1, <http://www.zakon.org/robert/internet/timeline/>