



UNIVERSITY OF PIRAEUS

FACULTY/SCHOOL	School of Economics, Business and International Studies		
DEPARTMENT	Department of Economics		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	OKΔKT04	SEMESTER	4
COURSE TITLE	NETWORK ECONOMICS		
WEEKLY TEACHING HOURS	4	CREDITS (ECTS)	5
COURSE TYPE	Elective		
PREREQUISITE COURSES	-		
INSTRUCTION LANGUAGE	Greek	ASSESSMENT LANGUAGE	Greek
OPEN TO ERASMUS	Yes		

LEARNING OUTCOMES	<p>The aim of the course is to introduce students to the innate characteristics of network industries (telecommunications, electricity, etc) that make network goods differ from conventional goods and services. According to Shy (2001) these characteristics are: (a) network externalities; (b) complementarity, compatibility and standards; (c) switching cost and lock-in effects; and (d) significant economies of scale in production. The combination of such characteristics makes the decision-making process quite complex, which implies that a better understanding of such network industries is required for dealing with complexity.</p> <p>Upon successful completion of the course, students are expected to be capable of:</p> <ul style="list-style-type: none"> • Identifying and analyzing network industries • Recognizing the reasons that network industries should be examined and analyzed in a specific context compared to the analysis of conventional goods • Evaluating and estimating the probability of success of a new network technology or a new network good • Assessing the characteristics of network goods in order to make strategic decisions from a firm and consumer perspective 														
GENERAL COMPETENCES	<ul style="list-style-type: none"> • Adapting to new situations • Decision-making • Individual/Independent work • Working in an interdisciplinary environment • Development of free, creative and inductive thinking 														
COURSE CONTENT	<ul style="list-style-type: none"> • The Information Economy • Pricing Information • Network Externalities and Positive Feedback • Lock-in effects and Managing Lock-In • Complementarity and Compatibility • Waging a Standards War • Case Study: The telecommunications Market 														
USE OF ICT IN TEACHING	<p>Use of ICT in teaching, as well as in communicating with students</p> <ul style="list-style-type: none"> • Use of projector for presenting the course content • Presentations, notes, announcements and general information are uploading to the course’s website on the e-class platform • Frequent communication with students via email and e-class platform 														
COURSE DESIGN		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Activity/Method</th> <th style="width: 30%;">Semester workload</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">52</td> </tr> <tr> <td>Exercises</td> <td style="text-align: center;">36</td> </tr> <tr> <td>Study</td> <td style="text-align: center;">35</td> </tr> <tr> <td>Exam</td> <td style="text-align: center;">2</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">125</td> </tr> </tbody> </table>	Activity/Method	Semester workload	Lectures	52	Exercises	36	Study	35	Exam	2	Total	125	
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COURSE ASSESSMENT	<ul style="list-style-type: none"> • The evaluation of the course is implemented through a final examination (multiple-choice questions, short essays, problem-solving questions) and a writing essay, which is presented and discussed in the classroom. • The language of evaluation is the Greek language. 														
SUGGESTED BIBLIOGRAPHY	<p>Suggested bibliography:</p> <ul style="list-style-type: none"> • Carl Shapiro & Hal Varian (2002), “ Information Rules: A Strategic Guide to the Network Economy”, Kastaniotis Editions S.A. (Eudoxus code: 16989) <p>Related academic journals:</p> <ul style="list-style-type: none"> • International Journal of Industrial Organization • Journal of Industrial Economics • Review of Network Economics 														

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| | <ul style="list-style-type: none">• B.E. Journal of Economic Analysis and Policy• Information Economics and Policy• Telecommunications Policy |
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