

INFORMATION ECONOMY

(37E00100)

SYLLABUS

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Instructor's contact information	Course information
Esko Penttinen esko.penttinen@aalto.fi Office hours: on agreement via e-mail Website: https://people.aalto.fi/esko.penttinen	MSc level elective course in Information and Service Management 2024, spring period III Lecture halls: Rooms can be found from SISU, and they will be reminded later via MyCourses as well Language of Instruction: English Course Website: https://mycourses.aalto.fi/course/view.php?id=40814

1. OVERVIEW

Welcome to our course on Information Economy. The objective of this course is to give the students an in-depth understanding of different issues related to digital economy. The main focus is on digital goods and services and platform mediated networks that enable or support the production and delivery of these. This integrating advanced level course is accomplished through readings and discussion, and independent studying is of great importance.

There is no mandatory class participation, but the student is allocated to one article review panel. It is also highly recommended to participate to the teaching case session on autonomous vehicles as the assignment is heavily based on that session. Overall, it is recommended to attend all lectures as the assignments are related to class discussion and the exam questions are based on lectures and readings. The slides will be available online here in MyCourses prior to the lecture and an audio recording of each lecture will be uploaded to MyCourses after the lecture.

2. PREREQUISITES

No prerequisites.

3. LEARNING OUTCOMES

After the course, the student should have a good understanding of the critical issues related to managing digital platforms. The student should understand the dynamics associated with network effects on platforms and how these effects relate the growth and decline of platforms.

4. ASSIGNMENTS, ASSESSMENT, GRADING, FEEDBACK

The course is 6 ECTS and is graded with a 0-5 scale.

The course consists of four assignments with related course grading weighting:

- 9 reflective article reviews/learning diaries (individual work; 1-pagers) + panel participation (30%)
- Teaching case on autonomous vehicles (individual work, class discussion) (30%)
- Essay (individual work) (10%)
- Exam (30%)

Guidelines for the assignments can be found in MyCourses.

All of the above activities are mandatory, and to be completed to pass the course.

5. READINGS

See lecture slides etc. and the references therein for additional literature.

6. PRELIMINARY SCHEDULE

The course sessions are held on Mondays and Wednesdays at 12.15-13.45 at the Aalto School of Business (rooms can be found in MyCourses). There is no mandatory class participation, but students are encouraged to come to class. Audio files of the lectures are provided, but that audio recording does not include the classroom discussions on the article of the day (see reading in the table below).

Week	Date	Topic	Review article
1	26.2.2024	Introduction to course - information goods	NA
	28.2.2024	Platform-mediated networks 1	Eisenmann, T., Parker, G. & Van Alstyne, M.W. (2006). "Strategies for Two-Sided Markets", <i>Harvard Business Review</i> , October 2006, pp. 92-101
2	4.3.2024	Platform-mediated networks 2	Cusumano, M.A., Yoffie, D.B. & Gower, A. (2020). "The Future of Platforms", <i>MIT Sloan Management Review</i>
	6.3.2024	Sharing economy platforms - visiting talk by Virpi Tuunainen	Constantiou, I. Marton, A. & Tuunainen, V.K. (2017). "Four Models of Sharing Economy Platforms", <i>MIS Quarterly Executive</i> , Dec 2017 (16:4)
3	11.3.2024	Crowdsourcing the era of Internet - visiting talk by Wael Soliman	Blohm, I., Leimeister, J.M. & Krcmar, H. (2013). "Crowdsourcing: How to Benefit from (Too) Many Great Ideas", <i>MIS Quarterly Executive</i> , December 2013 (12:4)
	13.3.2024	Data platforms and information infrastructures	TBA
4	18.3.2024	Digitalization of transportation - visiting talk by Niina Mallat & Kari Koskinen	TBA
	20.3.2024	Teaching case Autonomous Vehicles: Smooth or Bumpy Ride Ahead?	NA

5	25.3.2024	Applications of AI	Davenport, T.H. & Ronanki, R. (2018), "Artificial Intelligence for the Real World", <i>Harvard Business Review</i> . Jan-Feb 2018.
	27.3.2024	Blockchain - visiting talk by Venkata Marella	Iansiti, M. & Lakhani, K.R. (2017). "The Truth about Blockchain", <i>Harvard Business Review</i> , January-February 2017
6	8.4.2024	Essay clinic	NA
	10.4.2024	Information society	Zuboff, S. (2015), "Big other: surveillance capitalism and the prospects of an information civilization", <i>Journal of Information Technology</i> (2015) 30, 75-89.

7. COURSE WORKLOAD

Classroom hours + exam	27h
Assignments	43h
Self studying	90h
Total	160 h (6 ECTS)

8. ETHICAL RULES

Aalto University Code of Academic Integrity and Handling Thereof:

<https://www.aalto.fi/en/applications-instructions-and-guidelines/aalto-university-code-of-academic-integrity-and-handling-violations-thereof>