Course Specification

Description: Information Markets

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>ECO</td>
<td>8001</td>
<td>14286</td>
<td>2, 2002</td>
<td>WEB</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic Group: FOBUS
Academic Org: FOB002
HECS Band: 2
ASCED Code: 091901

STAFFING
Examiner: Richard Temple-Smith
Moderator: John Searle

SYNOPSIS
In the rapidly developing information economy, information goods are major causes of change in world markets. At the electronic frontier, network economics, together with technological change, is altering the way in which markets develop and work. Business, Governments and households need to understand and apply principles of information and network economics if they are to develop successful strategies for operating in the global, electronic marketplace. This course introduces economic principles of information and networks and explores their use in the development of business strategies and government policy in the information economy.

OBJECTIVES
On completion of this course a student should be able to:

- use economic principles to explain the development of the information economy;
- use principles of information and network economics to identify and explain a range of strategies open to businesses and governments operating in the information economy;
- identify and articulate problems of the network economy;
- critically appraise the role of government in the information economy;
- critically appraise policy for the development of the information economy.

TOPICS

<table>
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<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Introduction to the information economy</td>
<td>10.00</td>
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2. Information pricing and versioning 15.00
3. Information rights and management 15.00
4. 'Lock in' recognition and management 15.00
5. Network externalities and strategic alliances 15.00
6. Government in the information economy 15.00
7. Policy for the information economy 15.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


STUDENT WORKLOAD REQUIREMENTS

ACTIVITY                      HOURS
Directed Study                165

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>ASSIGNMENT 1</td>
<td>60.00</td>
<td>20.00</td>
<td>Y</td>
<td>26 Aug 2002</td>
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<td>ASSIGNMENT 2</td>
<td>30.00</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
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NOTES:
3. You will be notified of the official examination date when the scheduling is finalised.

OTHER REQUIREMENTS

1. To be assured of a passing grade in this course, students will be required to obtain an overall mark of at least 50%.
2. Final higher grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details.
3. The due date of an assignment is the date by which a student must despatch the assignment to the University, and is normally that defined in the relevant course specification. The onus is on the student to provide, if requested, proof of date of despatch.
4. Students should organise their affairs to ensure that they meet due dates for all assignments. Extensions will be granted only under exceptional extenuating circumstances, normally involving a significant medical condition.
5. Students may apply for an assignment extension either by application to the Course Leader before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant Course Leader.
6. All assignments despatched after due dates without appropriate extension approvals or after approved extension dates will be penalised up to a maximum of 20% of the assigned mark per work day.
7. Students must retain a copy of all assignments which must be provided if/when required by the Course Leader.
8. Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
9. If students are unable to attend a nominated USQ examination centre, an examination fee may apply.