

316-212 Economics for e-Commerce

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	316-102 Introductory Microeconomics (/view/2009/316-102) .
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Assoc Prof Neville Robert Norman
Subject Overview:	The aim of this subject is to introduce students to the effects of e-commerce in decisions of firms and consumers, and on market outcomes. These include the effects of the Internet on transaction costs and market pricing, the pricing of information goods, and the implications for government policies of the Internet and e-commerce.
Objectives:	.
Assessment:	A 2-hour end-of-semester examination (70%) and assignments totalling not more than 3000 words (30%).
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2009/D09) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2009/J07) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2009/A04) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2009/M05) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2009/R01) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2009/355-AA) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"># High level of development: written communication; problem solving; application of theory to practice; interpretation and analysis; critical thinking; use of computer software.# Moderate level of development: oral communication; collaborative learning; statistical reasoning; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas.# Some level of development: team work.
Related Majors/Minors/ Specialisations:	Economics Major