



UNIVERSITI TEKNOLOGI MARA

CSC797: WEB ECONOMICS

Course Name (English)	WEB ECONOMICS APPROVED
Course Code	CSC797
MQF Credit	3
Course Description	This course gives a broad overview of issues and techniques in digital economy on the Web. It covers the economic aspects of handling digital goods for business activities such as production, consumption, marketing and services. Its primary focus is on the computational aspects of providing the Web platform that enables such business activities to be prepared, monitored and delivered to customers. Technical and social issues such as algorithm design, online auction, social media mining, user behaviour targeting, dynamic pricing will be discussed.
Transferable Skills	Problem solving skills developed through tests, assignments and projects
Teaching Methodologies	Lectures, Lab Work, Discussion
CLO	CLO1 Demonstrate the concepts of Web Economics CLO2 Revise knowledge and Skills in identification of technological skill in Web Economics CLO3 Evaluate the cutting edge in Web Economics CLO4 Display the feasibility study of Web Economic idea
Pre-Requisite Courses	No course recommendations
Topics	
1. Overview of Business and Web Environment 1.1) Introduction 1.2) The concepts	
2. Principles of Economics 2.1) Introduction to Economy 2.2) Demand and Supply Model 2.3) Equilibrium 2.4) Economic Policy Issues 2.5) Microeconomic vs. Macroeconomic	
3. Web Business Analyses 3.1) Online Business Entities 3.2) Demand vs. Supply Analyses 3.3) Business Needs and Solutions	
4. Computational Methods for Web Business Activities 4.1) Online Advertising and Marketing 4.2) Search Engine Optimization 4.3) System design, Security and Services	
5. Web Design and Marketing 5.1) Web Design Tools 5.2) Web Development Tools 5.3) Humanistic computing	
6. Social Issues in Web Economics 6.1) Legal and Policy Issues 6.2) Design and Management Issues 6.3) Economic Issues	

7. Future Trend for Web Economics

7.1) Legal and Policy Issues

7.2) Design and Management Issues

7.3) Economic Issues

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment (10%) to assess the level of competency in utilizing web extraction tools and review the trend of the web economy in Malaysia	10%	CLO2
	Assignment	Assignment (10%) to assess the level of competency in utilizing web extraction algorithms and discuss Issues in pertinent to web economy	10%	CLO2
	Final Test	Final Assessment (Test 2) (20%) to assess the level of scientific skill of Web Economics applications	20%	CLO3
	Group Project	Group Project (20%) to assess the ethics and professionalism in exploring web economics project by building a suitable web economic design	20%	CLO4
	Individual Project	Project (20%) to assess the level of knowledge and understanding of Web Economics concepts by analyzing available web economic platforms	20%	CLO1
	Test	Test 1 (20%) to assess the level of knowledge and understanding of Web Economics concepts	20%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Geoffrey G. Parker, Marshall Van Alstyne, Sangeet Paul Choudary 2016, <i>Platform Revolution: How Networked Markets Are Transforming the Economy</i>, 2016 Ed., W. W. Norton [ISBN: 0393249131] • Ryan Mitchell 2018, <i>Web Scraping with Python</i>, 2nd Edition Ed., O'Reilly Media [ISBN: 1491985577] • Jack Chan, Ray Chung, Jack Huang 2019, <i>Python API Development Fundamentals</i>, Packt Publishing [ISBN: 1838983996] • Steve Teneriello 2019, <i>The Pay-Per-Click Playbook: Build a Winning Lead Generation Game Plan: Featuring 101 Strategies to Improve Lead Quality, Optimize Search Engine Marketing</i> Anchor House Media [ISBN: 0692803041] • Jason McDonald 2020, <i>SEO Fitness Workbook: The Seven Steps to Search Engine Optimization</i>, Independently published [ISBN: 1726634973] • Abhijit V. Banerjee, Esther Duflo 2019, <i>Good Economics for Hard Times</i>, PublicAffairs [ISBN: 1610399501] • Dirk Mateer, Lee Coppock 2019, <i>Principles of Economics</i>, W. W. Norton [ISBN: 0393422275]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	