Course number	U-LAS70 10002 SE50				
Course title (and course title in English)	ILAS Seminar-E2 :Digital Economy, Markets, and Regulations（デジタル経済、市場、そして規制） ILAS Seminar-E2 :Digital Economy, Markets, and Regulations	**Instructor's name, job title, and department of affiliation**	Hakubi Center for Advanced Research Program-Specific Assistant Professor,Shin-Ru CHENG		
Group	Seminars in Liberal Arts and Sciences	**Number of credits**	2	**Number of weekly time blocks**	1
Class style	seminar (Face-to-face course)	**Year/semesters**	2026・First semester	**Quota (Freshman)**	15 (10)
Target year	Mainly 1st year students	**Eligible students**	For all majors	**Days and periods**	Wed.5
Classroom	12, Yoshida-South Campus Bldg. No. 4	**Language of instruction**	English		
Keyword	digital economy / global market / high-technology / competition / market regulations				

[Overview and purpose of the course]

Digital technology and giant digital firms have changed how businesses work and how people find information. Digital platforms often offer free services, which makes life easier but also lets them gain control over markets, users, and even public opinion. That can lead to problems like fewer choices, hidden manipulation, and faster spread of fake news. Solving these problems needs different fields to work together: business and tech to build useful services, and law and social science to handle harms and unfairness. Antitrust law, which aims to keep markets competitive, is an important tool many countries use to regulate digital giants. This course navigates students to think critically about digital business models, understand how they work and affect people, and explore how antitrust law can help fix the issues caused by the giant digital firms.

[Course objectives]

After completing the course, students will understand key concepts of the digital economy, including network effects, data-driven business models, and their social impacts. Building on this knowledge, students will learn how existing legal systems address these issues and how law can promote welfare-enhancing technology.

[Course schedule and contents)]

1. Course overview
2. Concepts of competition and market regulations
3. Collusive conduct: online retail market (price fixing agreements & tying)
4. Collusive conduct: credit card market (no-steering clauses)
5. Collusive conduct: labor market (no-poach agreements)
6. Collusive conduct: technology market (patent licensing & joint R&D agreements)
7. Monopoly: online retail market (abuse of superior bargaining power & exclusive supply/distribution contracts)
8. Monopoly: food delivery market (most favored customer clauses)
9. Monopoly: online searching service market (product comparison services & keyword advertising)
10. Monopoly: social networking service market (data dominance & data misuse)
11. Merger: online searching service market (economies of scale & privacy risks)
12. Merger: social networking service market (entry barriers & gatekeeper role)

Continue to ILAS Seminar-E2 :Digital Economy, Markets, and Regulations（デジタル経済、市場、そして規制）(2)↓↓↓

13-14. Summary of topics covered in sessions 1 to 12

[Course requirements]

None

[Evaluation methods and policy]

Final course performance will be reported as a raw score (0-100) and graded as follows: A+(96-100); A(85-95); B(75-84); C(65-74); D (60-64); F(0-59). Grade components include 1. Course participation (35%) and 2. Final paper (65%).

[Textbooks]

Instructed during class
Assigned readings will be provided each week.

[Study outside of class (preparation and review)]

Students are expected to complete weekly readings before class, prepare discussion questions or brief notes, and review lecture materials. Five hours per week for preparation, readings, and assignments.

[Other information (office hours, etc.)]

For questions or to schedule an office hour appointment, please email the instructor of this course (cheng. shinru.6c@kyoto-u.ac.jp)

[Essential courses]