

GEOG411 - Entrepreneurship and Startup Economies

This course examines the emerging digital economy starting from the entrepreneurial practices that have given rise to them. The course will include topics like entrepreneurship and startup economies in San Francisco and Kitchener-Waterloo; the sharing economy (Uber and Airbnb); social media 'attention' economies (like Facebook, Twitter, Instagram, TikTok); digital currencies; global labor platforms (Amazon's Mechanical Turk); and the rise of influencers, streamers, and esports. In short this course explores the transformative economic effects that digital systems have on our everyday lives. The online format will involve narrated powerpoint slides and readings that are accessible online, and participation through asynchronous discussion boards. You will be assessed based on your participation in these discussions, reading responses, and through take-home exams.