Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus

Syllabus

Titul dl curs	Economics for Management
Codesc dl curs	25558
Titul suplementar	
SSD	
Lingaz	Inglese
Curs de laurea	Corso di laurea magistrale in Imprenditorialità e Innovazione
D'autri cursc de laurea (cursc deberieda)	
Dozenc	prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799
Assistent didatich	
Semester	Tutti i semestri
Ann/Agn de stude	1
Credic universitars	12
Ores de ensegnament	36 hours module 1 36 hours module 2
Ores de laboratore	12 hours module 1
Ores de stude individual	-
Ores de receviment prevedudes	M1: 18 M2: 18
Ressumé di contegnus	M1: This course gives an overview of microeconomic tools pertinent to the analysis of business/entrepreneurial activities, with a specific focus on pricing strategies. The list of topics is: • Pricing strategies: a real-world example to start with • Market structure and market power • Monopolistic price discrimination • Monopolistic pricing in digital markets • Competition and differentiation.

	M2: The course introduces students to some advanced topics in economics of innovation. We will first adopt a microeconomic approach to study how institutions and laws (in particular patents and copyright) affect firms' incentives to innovate, and how the market structure and the level of competition affect R&D. We will then look at the role of institutions in shaping innovative activities. Finally, we will study the economics of platforms and AI – two important sources of innovation nowadays.
Argomenc dl curs	M1: 1) Pricing strategies: a real-world example to start with 2) Market structure and market power 3) Monopolistic price discrimination 4) Monopolistic pricing in digital markets 5) Competition and differentiation M2: 1) Networks and platforms 2) Institutions, knowledge diffusion, government and growth 3) R&D, patents and standardization 4) Nurturing innovation – entrepreneurship, innovators and ideas 5) Asymmetric information and financing innovation 6) Industrial policy, strategic autonomy and innovation
Paroles clef	1) Market structure 2) Network 3) Institutions 4) Knowledge 5) Patents
Prerecuisic aconsiés	
Cursc propedeutics	
Modalité de ensegnament	Lectures + exercise sessions + students presentations + case studies and in-class discussion
Oblianza de frecuenza	
Obietifs formatifs y competenzes da arjonje	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.a The student acquires advanced knowledge and understanding of

	the models and tools of economic-business analysis for starting a new company, with particular focus on identifying new market opportunities, accessing and obtaining economic-financial resources, as well as technological and organizational skills for the development of the company; ILO 1.b The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for the management of a new enterprise, from the financial and organisational point of view and with respect to the dynamics of growth and development; ILO 1.c The student acquires advanced knowledge and understanding of the theories and tools for the economic analysis of business decisions; ILO 1.d The student acquires knowledge and understanding of theories and tools for the economic analysis of the market, at the level of the individual enterprise and the supply system; ILO 1.e The student acquires knowledge and understanding of the theories and tools of statistical analysis for making market forecasts; ILO 1.f The student acquires advanced knowledge and understanding of models for new product development and innovation management within enterprises; ILO 1.g The student acquires advanced knowledge and understanding of business analysis tools and solutions for the development of innovations and organisational knowledge; ILO 1.h The student acquires advanced knowledge and understanding of innovation economics models and systems for regional innovation development (ONLY M2-INNOVATION ECONOMICS); ILO 1.i The student acquires knowledge of quantitative models for the formulation of forecasts necessary to guide management decisions and to predict the life cycle of a product and a sector.

	ILO2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.a Ability to acquire and select information that may be relevant from an entrepreneurial point of view, also in economic-productive contexts different from those studied; ILO 2.b Ability to analyse the combination of market opportunities and resources of the enterprise and to identify entrepreneurial formulas, also with the elaboration of original, compatible and sustainable solutions and combinations; ILO 2.c Ability to select business economics models, suitable for the appropriate analysis of a specific economic-social and productive context; ILO 2.d Ability to select the tools for the strategy and management of the enterprise, consistent with the enterprise economy models considered appropriate; ILO 2.e Ability to assess the potential and sustainability of new business projects (business plan), from a multidisciplinary (economic, business and legal) perspective; ILO 2.f Ability to evaluate the entrepreneurial potential associated with the development of an innovation by a company (learning area 2); ILO 2.g Ability to propose and implement strategic and operational courses of action conducive to the creation of a new enterprise; ILO 2.h Ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the studied contexts; ILO 2.i Ability to select product development models, suitable to appropriately analyse a specific economic-productive context (ONLY M2-INNOVATION ECONOMICS); ILO 2.l Ability to classify, analyse specific innovations and assess their potential (ONLY M2-INNOVATION ECONOMICS); ILO 2.m

	Ability to propose and implement strategic and operational courses of action to foster the development of innovations by a company. ILO 2.n Ability to assess the potential of an innovation within existing companies compared to the creation of a new company (e.g., intrapreneurship, open innovation, etc.) (ONLY M2-INNOVATION ECONOMICS). ILO 3: AUTONOMY OF JUDGEMENT ILO 3.a Acquire the ability to analyse complex entrepreneurial problems, such as the elaboration and evaluation of an entrepreneurial project (business plan) or the development of a new product; ILO 3.b Acquire the ability to make predictions, such as analysing the future consequences of entrepreneurial, managerial and operational choice; ILO 3.c Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture. ILO 4: COMMUNICATION SKILLS ILO 4.a Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process; ILO 4.b The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the

	discussion of the final thesis. ILO 5: LEARNING SKILLS ILO 5.a Acquire the ability to study independently, to prepare summaries; ILO 5.b Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis; ILO 5.c Acquire the ability to frame a new problem systematically and to generate appropriate taxonomie; ILO 5.d Acquire the ability to develop general models from the phenomena studied.
Obietifs formatifs y competenzes da arjonje (informazions suplementares)	
Sort de ejam	The assessment takes into consideration the combined acquisition of the learning outcome reached by the students in the two modules. Over the course, students are expected to participate to class discussion based on topic assigned in advance. They are also given written final exam, project works, and oral presentations
Criters de valutazion	The final grade will be the arithmetic average of the grade in M1 and in M2. A minimum grade of 15 in both modules is required For M1 and M2: For attending students: individual written final exam test (at most 70%); course work (at least 30%). For not attending students: final exam 100% The course work will focus on ILO 4, while the final exam will assess the following skills (included in ILO 1, 2, 3, 4, 5): Ability to understand the impact of firms' incentives in designing firms' competitive strategy (pricing, entry) Ability to understand incentives for firms to collaborate and to innovate in environments characterized by complementarities and network externalities

	Ability to understand both the private incentives and the welfare consequences of firms' strategies Ability to assess, within a managerial perspective, costs and benefits of innovative activity within a firm, both in the short and in the medium-long run Ability to identify, from the viewpoint of a manager, the innovation protection tools that best fit the different contexts, assessing their costs and benefits Ability to assess, within a policy-maker perspective, effectiveness and efficiency of the various industrial policy instruments for innovation. Ability to assess the role of institutions (private sector vs public sector) in promoting and supporting innovation Students are expected both to be able to solve formal economic models, and to discuss their implications.
Bibliografia obligatora	M1 + M2: Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley, 2014 M2: Paul Belleflamme, Martin Peitz, "The Economics of Platforms: concepts and strategies", Cambridge University Press, 2021
Bibliografia aconsieda	
Deplù informazions	
OSS	Istruzione di qualità

Modul

Titul	Business Economics
Codesc dl curs	25558A
SSD	ECON-01/A
Lingaz	Inglese
Dozenc	prof. Alessandro Fedele, Alessandro.Fedele@unibz.it

	https://www.unibz.it/en/faculties/economics-management/academic-staff/person/32469
Assistent didatich	
Semester	Primo semestre
Credic universitars	6
Dozent/a responsabel/bla	
Ores de ensegnament	36
Ores de laboratore	12
Ores de stude individual	-
Ores de receviment prevedudes	18
Ressumé di contegnus	This course gives an overview of microeconomic tools pertinent to the analysis of business/entrepreneurial activities, with a specific focus on pricing strategies. The list of topics is: • Pricing strategies: a real-world example to start with • Market structure and market power • Monopolistic price discrimination • Monopolistic pricing in digital markets • Competition and differentiation.
Argomenc dl curs	1) Pricing strategies: a real-world example to start with 2) Market structure and market power 3) Monopolistic price discrimination 4) Monopolistic pricing in digital markets 5) Competition and differentiation
Modalité de ensegnament	Frontal lectures, exercise sessions; in-class discussion
Bibliografia obligatora	Lynne Pepall, L., Richards, D., Norman, G., “Industrial Organization: Contemporary Theory and Empirical Applications”, Wiley, 2014
Bibliografia aconsieda	

Modul

Titul	Innovation Economics
Codesc dl curs	25558B
SSD	ECON-04/A

Lingaz	Inglese
Dozenc	prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799 dr. Nicola Campigotto, Nicola.Campigotto@unibz.it https://www.unibz.it/en/home/research/competence-centre-economic-ecological-social-sustainability/team/person/50457
Assistent didatich	
Semester	Secondo semestre
Credic universitars	6
Dozent/a responsabel/bla	
Ores de ensegnament	36
Ores de laboratore	-
Ores de stude individual	-
Ores de receviment prevedudes	18
Ressumé di contegnus	The course introduces students to some advanced topics in economics of innovation. We will first adopt a microeconomic approach to study how institutions and laws (in particular patents and copyright) affect firms' incentives to innovate, and how the market structure and the level of competition affect R&D. We will then look at the role of institutions in shaping innovative activities. Finally, we will study the economics of platforms and AI – two important sources of innovation nowadays.
Argomenc dl curs	1) Introduction to economics of innovation: radical vs incremental innovation and incentives to innovate 2) Research and development: policies 3) Research and development: effects 4) Introduction to history of innovation 5) Platforms 6) Networks 7) Nurturing innovation – inventions, ideas and insti-tutions 8) Patents and patent policy 9) Standardization 10) Asymmetric information and financing innovation

	11) Diffusion of new technologies 12) Innovation and market dynamics 13) Artificial intelligence and innovation 14) Robotization and industrial policy 15) Innovation in the pharmaceutical sector
Modalité de ensegnament	Lectures + students' presentations + discussions of cases
Bibliografia obligatora	Lynne Pepall, L., Richards, D., Norman, G., “Industrial Organization: Contemporary Theory and Empirical Applications”, Wiley, 2014 Paul Belleflamme, Martin Peitz, “The Economics of Platforms: concepts and strategies”, Cambridge University Press, 2021
Bibliografia aconsieda	