

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Wirtschaftsmanagement für TSE
Code der Lehrveranstaltung	30170
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-04/A
Sprache	Italienisch
Studiengang	Bachelor in Tourismus-, Sport- und Eventmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799 Dott. Dimitri Storai, Dimitri.Storai@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46058
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	2
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	18
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18
Inhaltsangabe	The course introduces students to the main topics of managerial economics, focusing on incentives and business strategies. The first part will deal with pricing in monopolistic markets, examining

	<p>price discrimination. Oligopolistic and competitive markets will then be discussed, analysing prices and quality levels, and finally, market entry decisions will be studied.</p>
Themen der Lehrveranstaltung	<ol style="list-style-type: none"> 1) Market structure and market power 2) Technology and production costs 3) Monopoly power 4) Price discrimination 5) Oligopolistic games 6) Product differentiation 7) Competitive strategies 8) Dynamic games 9) Entry deterrence 10) Fundamentals of contract theory
Stichwörter	<p>Pricing strategies Competition Differentiation Entry Contract theory</p>
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Lessons and practice hours
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	<p>ILO (Intended Learning Outcomes)</p> <p>ILO 1 - Knowledge and understanding</p> <p>ILO 1.1. of monopoly business choices in terms of quality, quantity and prices</p> <p>ILO 1.2. of models of strategic interaction between businesses in oligopolistic contexts</p> <p>ILO 1.3. of vertical and horizontal differentiation strategies by businesses</p> <p>ILO 1.4. strategies for maintaining a dominant position by a company</p> <p>ILO 1.5. pricing and quality strategies in the destination</p> <p>ILO 1.6. economic policy instruments aimed at encouraging the development of tourist destinations</p>

	<p>ILO 1.7. the basic principles of supply and demand theory</p> <p>ILO 1.8. price formation theory</p> <p>ILO 1.9. the role of artificial intelligence and algorithms in price determination mechanisms</p> <p>ILO 1.10. the role of the state in the economy</p> <p>ILO 1.11. the fundamentals of monetary economics</p> <p>ILO 1.12. the theory of cooperative games and collusive behaviour</p> <p>ILO 1.13. quality strategies for accommodation facilities</p> <p>ILO 1.14. pricing strategies for accommodation facilities, using strategic interaction models derived from game theory. ILO 1.15. horizontal differentiation strategies for accommodation facilities</p> <p>ILO 1.16. incentives in the internal organisations of accommodation facilities</p> <p>ILO 1.17. economic systems of companies operating in the tourism and sports sector</p> <p> ILO 2 - Ability to apply knowledge and understanding</p> <p>ILO 2.1. market analysis, aimed at choosing the products and markets on which to focus the business activity</p> <p>ILO 2.2. pricing criteria appropriate to the context</p> <p>ILO 2.3. assessment of the costs and benefits of maintaining a dominant position, and choosing the most suitable tools for pursuing the objective</p> <p>ILO 2.4. Analysis of the trade-off between price and product quality, and understanding the criteria on the basis of which to choose the level of quality appropriate to the context</p> <p>ILO 2.5. Ability to reason like an economist, i.e. using typical economic analysis models and criteria</p> <p>ILO 2.6. Ability to understand the interaction between individual choices of consumers and businesses and market equilibrium</p> <p>ILO 2.7. Application of incentive theory to the relationship between incentives and consumer and business choices</p> <p>ILO 2.8. Analysis of the local, regional and national economic effects of economic policies relating to the tourism sector</p> <p>ILO 2.9. Basic concepts useful for following courses in economics, business and administration</p> <p> ILO 3 - Independent judgement</p> <p>ILO 3.1. Identifying the most relevant variables to use when making decisions in complex situations;</p>
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	<p>ILO 3.2. Reporting analytically and critically on information, empirical evidence and data in order to make appropriate economic and managerial decisions;</p> <p>ILO 3.3. Evaluating the most appropriate quantitative and qualitative analytical tools to assist the decision-making process;</p> <p>ILO 3.4. Adopt logical arguments and relate information and analytical tools to find solutions.</p> <p>ILO 4 - Independent judgement (Communication skills)</p> <p>ILO 4.1. The achievement of this objective will be assessed through written exams, individual and group assignments, and the final dissertation.</p> <p>ILO 5 - Learning skills</p> <p>ILO 5.1. Ability to find the information needed to keep up with changes in the service sector in general and in tourism, sport and events in particular;</p> <p>ILO 5.2. Ability to analyse, critically evaluate and integrate data, information and experiences;</p> <p>ILO 5.3. Ability to develop possible solutions to economic and management problems in the operational contexts relevant to the employment opportunities of graduates.</p>
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Final examination (identical for attending and non-attending students). It will consist of questions, exercises, and case studies. Questions will test ILO 1, exercises will test ILO 2, cases will test ILO 3, ILO 4 and ILO 5.
Bewertungskriterien	The questions will test students' understanding of the material presented during the course. They will test ILO 1. The exercises will test students' ability to apply their knowledge in a formal and structured setting. They will test ILO 2. The case studies will test students' ability to apply their knowledge in an unstructured setting. They will test ILO 3, 4 and 5.
Pflichtliteratur	Pepall, L., Richards, D., & Norman, G. (2005). <i>Industrial Organisation</i>. Milan: McGraw-Hill.

Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Menschenwürdige Arbeit und Wirtschaftswachstum