

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Economics of Digital Markets
Code der Lehrveranstaltung	76403
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich- disziplinärer Bereich	SECS-P/06
Sprache	Englisch
Studiengang	Bachelor in Wirtschaftsinformatik
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics- management/academic-staff/person/5799 dr. Tun-I Hu, TunI.Hu@unibz.it https://www.unibz.it/en/faculties/economics- management/academic-staff/person/48974
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	1
КР	9
Vorlesungsstunden	63
Laboratoriumsstunden	30
Stunden für individuelles Studium	132
Vorgesehene Sprechzeiten	
Inhaltsangabe	Introduction to MacroeconomicsGPDLabor Market



	 Interest Rate Central Banking Open economy and terms of trade Microeconomics Consumer Theory Producer Theory Basic Game Theory Industrial Organization Strategic Interactions
Themen der	The course will deal with the principles of macroeconomics and
Lehrveranstaltung	some relevant issues for microeconomics
Stichwörter	Macroeconomics; Closed Economy; Monetary Policy; Fiscal Policy; Exchange rates; Economics of Platfroms; Network Economics.
Empfohlene Voraussetzungen	None.
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Frontal lectures, exercises, discussion of cases.
Anwesenheitspflicht	Suggested, but not required. Non-attending students should contact the lecturer at the beginning of the course in order to organise their study.
Spezifische Bildungsziele und erwartete Lernergebnisse	The course belongs to the type "attività formative affini o integrative – formazione affine". The course provides a general overview of scientific contents related to microeconomics and to industrial economics. In addition, it allows students to acquire professional managerial skills, as well as competences that may be used as policymakers. Students are expected to familiarize with the basic concepts of business economics, and to apply them. In particular, the focus will lie on the following objectives: 1) Familiarize students with the basic tools of micro and macroeconomics 2) Familiarize students with the basic tools of industrial organization. 3) Help students develop a sound analytical framework guiding their future professional decisions in a company. 4) Illustrate how internet and the digital economy are changing the industrial structure and the economics of business.

	Knowledge and understanding:
	D1.1 - Possess basic knowledge of mathematical analysis,
	algebra, numerical calculation and optimisation methods which
	support computer science and advanced economics.
	D1.2 - Possess solid knowledge of statistics and probability
	theory that support computer science and in-depth economic
	subjects.
	D1.16 - Knowledge of the basic concepts of economics and
	their influence on economic decisions.
	Applying knowledge and understanding:
	D2.11 - Ability to analyse large amounts of data on economic
	facts and processes.
	D2.12 - Ability to apply one's knowledge of economic conditions and of microscopomic desirion making behaviour.
	conditions and of microeconomic decision-making behaviour.
	Making judgments
	D3.1 - Ability to collect and interpret data useful for forming
	independent judgments on IT and economic aspects of information
	systems.
	Communication skills
	D4.3 - Ability to negotiate with people with different
	professional experiences the definition and requirements of
	corporate information systems.
	Learning skills
	D5.1 - Learning ability to undertake further studies with a high
	degree of autonomy.
Spezifisches Bildungsziel	
und erwartete	
Lernergebnisse (zusätzliche	
Informationen)	
Art der Prüfung	The exam is written.
Art der Prurung	
	The evaluation will be based on a (non-mandatory) midterm exam,
	and a final exam.
	Exams may consist of three parts, which test three different skills:
	Review questions, where students are expected to show they
	have learnt and understood the covered material
	Exercises, where students are expected to apply their
	knowledge within a formal framework
	Open questions, where students are expected to apply their

	knowledge in a non-structured framework
Bewertungskriterien	In both the midterm and the final exam, each of the three skills will approximately carry equal weight. For students who take it, the midterm exam will count approximately 50% of the final grade. For students who do not take it, the full grade will be based on the final exam.
Pflichtliteratur	 Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley Daron Acemoglu, David Laibson, John List "Macroeconomics", 2nd Edition, 2018, Pearson, University of Chicago Robert H. Frank, Edward Cartwright, Microeconomics and Behavior", third edition, MacGraw Hill, 2020
	Subject Librarian: David Gebhardi, <u>David.Gebhardi@unibz.it</u>
Weiterführende Literatur	· S. Comino, F. Manenti, "Industrial Organization of High Technology Markets", Edwar Elgar, 2015
	Additional handouts and readings will be available on the course page.
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Hochwertige Bildung