

Syllabus

Course Description

Course Title	Economics of Digital Markets
Course Code	76403
Course Title Additional	
Scientific-Disciplinary Sector	ECON-04/A
Language	English
Degree Course	Bachelor in Informatics and Management of Digital Business
Other Degree Courses (Loaned)	
Lecturers	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
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	9
Teaching Hours	63
Lab Hours	30
Individual Study Hours	132
Planned Office Hours	
Contents Summary	<ul style="list-style-type: none"> • Introduction to Macroeconomics • GPD • Labor Market • Interest Rate • Central Banking • Open economy and terms of trade • Microeconomics

	<ul style="list-style-type: none"> • Consumer Theory • Producer Theory • Basic Game Theory • Industrial Organization • Strategic Interactions
Course Topics	The course will deal with the principles of macroeconomics and some relevant issues for microeconomics
Keywords	Macroeconomics; Closed Economy; Monetary Policy; Fiscal Policy; Exchange rates; Economics of Platforms; Network Economics.
Recommended Prerequisites	None.
Propaedeutic Courses	
Teaching Format	Frontal lectures, exercises, discussion of cases.
Mandatory Attendance	<p>Suggested, but not required.</p> <p>Non-attending students should contact the lecturer at the beginning of the course in order to organise their study.</p>
Specific Educational Objectives and Learning Outcomes	<p>The course belongs to the type "attività formative affini o integrative – formazione affine".</p> <p>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.</p> <p>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:</p> <ol style="list-style-type: none"> 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. <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • 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

	<p>theory that support computer science and in-depth economic subjects.</p> <ul style="list-style-type: none"> • D1.16 - Knowledge of the basic concepts of economics and their influence on economic decisions. <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • 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 microeconomic decision-making behaviour. <p>Making judgments</p> <ul style="list-style-type: none"> • D3.1 - Ability to collect and interpret data useful for forming independent judgments on IT and economic aspects of information systems. <p>Communication skills</p> <ul style="list-style-type: none"> • D4.3 - Ability to negotiate with people with different professional experiences the definition and requirements of corporate information systems. <p>Learning skills</p> <ul style="list-style-type: none"> • D5.1 - Learning ability to undertake further studies with a high degree of autonomy.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<p>The exam is written.</p> <p>The evaluation will be based on a (non-mandatory) midterm exam, and a final exam.</p> <p>Exams may consist of three parts, which test three different skills:</p> <ul style="list-style-type: none"> • 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
Evaluation Criteria	<p>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.</p> <p>For students who do not take it, the full grade will be based on the final exam.</p>

Required Readings	<ul style="list-style-type: none"> · 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 <p>Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it</p>
Supplementary Readings	<ul style="list-style-type: none"> · S. Comino, F. Manenti, “Industrial Organization of High Technology Markets”, Edwar Elgar, 2015 <p>Additional handouts and readings will be available on the course page.</p>
Further Information	
Sustainable Development Goals (SDGs)	Quality education