

## **Syllabus**

## Course Description

Course Tille	Face and the of District Markets
Course Title	Economics of Digital Markets
Course Code	76403
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/06
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
СР	9
Teaching Hours	63
Lab Hours	30
Individual Study Hours	132
Planned Office Hours	
Contents Summary	<ul> <li>Introduction to Macroeconomics</li> <li>GPD</li> <li>Labor Market</li> <li>Interest Rate</li> <li>Central Banking</li> <li>Open economy and terms of trade</li> <li>Microeconomics</li> </ul>

	Consumon Theory
	Consumer Theory  Due division 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 Platfroms; Network Economics.
Recommended Prerequisites	None.
Propaedeutic Courses	
Teaching Format	Frontal lectures, exercises, discussion of cases.
Mandatory Attendance	Suggested, but not required.
rialidatory Attendance	Non-attending students should contact the lecturer at the
	beginning of the course in order to organise their study.
Specific Educational	The course belongs to the type "attività formative affini o
Objectives and Learning	integrative – formazione affine".
Outcomes	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:
	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
	costs com anomongo or otamberes 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 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.
Specific Educational	
Objectives and Learning	
Outcomes (additional info.)	
Assessment	The exam is written.
	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
Evaluation Criteria	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.
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Required Readings  Supplementary Readings	<ul> <li>Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley</li> <li>Daron Acemoglu, David Laibson, John List "Macroeconomics", 2nd Edition, 2018, Pearson, University of Chicago</li> <li>Robert H. Frank, Edward Cartwright, Microeconomics and Behavior", third edition, MacGraw Hill, 2020</li> <li>Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it</li> <li>S. Comino, F. Manenti, "Industrial Organization of High Technology Markets", Edwar Elgar, 2015</li> <li>Additional handouts and readings will be available on the course page.</li> </ul>
Further Information Sustainable Development	Quality adjustion
Sustainable Development Goals (SDGs)	Quality education