

Syllabus

Descrizione corso

Titolo insegnamento	Economics of Digital Markets
	76403
Codice insegnamento	70403
Titolo aggiuntivo	
Settore Scientifico-	SECS-P/06
Disciplinare	
Lingua	Inglese
Corso di Studio	Corso di laurea in Informatica e Management delle Aziende digitali
Altri Corsi di Studio (mutuati)	
	Lord Falls in Deffe
Docenti	prof. Federico Boffa, FBoffa@unibz.it
	https://www.unibz.it/en/faculties/economics-
	management/academic-staff/person/5799
	dr. Tun-I Hu,
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	https://www.unibz.it/en/faculties/economics-
	management/academic-staff/person/48974
Assistente	
Semestre	Primo semestre
Anno/i di corso	1
CFU	9
Ore didattica frontale	63
Ore di laboratorio	30
Ore di studio individuale	132
Ore di ricevimento previste	
Sintesi contenuti	Introduction to Macroeconomics
	• GPD
	Labor Market
	Interest Rate
	Central Banking
	Open economy and terms of trade



	Microeconomics
	Consumer Theory
	Producer Theory
	Basic Game Theory
	Industrial Organization
	Strategic Interactions
Argomenti	The course will deal with the principles of macroeconomics and
dell'insegnamento	some relevant issues for microeconomics
Parole chiave	Macroeconomics; Closed Economy; Monetary Policy; Fiscal Policy;
	Exchange rates; Economics of Platfroms; Network Economics.
Prerequisiti	None.
Insegnamenti propedeutici	
Modalità di insegnamento	Frontal lectures, exercises, discussion of cases.
Obbligo di frequenza	Suggested, but not required.
	Non-attending students should contact the lecturer at the
	beginning of the course in order to organise their study.
Obiettivi formativi specifici e	The course belongs to the type "attività formative affini o
risultati di apprendimento	integrative – formazione affine".
attesi	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 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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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
Criteri di valutazione	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.

Bibliografia obbligatoria	 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
Bibliografia facoltativa	Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it S. Comino, F. Manenti, "Industrial Organization of High Technology Markets", Edwar Elgar, 2015 Additional handouts and readings will be available on the course page.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità