

Syllabus

Course Description

Course Title	Advanced Economics for Digital Business
Course Code	76422
Course Title Additional	
Scientific-Disciplinary Sector	ECON-02/A
Language	English
Degree Course	Bachelor in Informatics and Management of Digital Business
Other Degree Courses (Loaned)	
Lecturers	<p>Dr. Wolfgang Gick, wolfgang.gick@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/33840</p> <p>Prof. Steven Eric Stillman, Steven.Stillman@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/36390</p>
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	6
Teaching Hours	30
Lab Hours	12
Individual Study Hours	108
Planned Office Hours	12
Contents Summary	<ul style="list-style-type: none"> • Introduction to Applied Research • Identifying Causal Effects • In-depth Discuss of Empirical Methods for Causal Analysis • Introduction to Industrial Organization • Advanced topics in Industrial Organization II: • From firms to platforms, monopoly platform and platform competition, platforms as regulators of quality, product ratings and

	review systems, market tipping, platform growth, case studies.
Course Topics	<p>Data on the development of digital businesses: how to measure the digital economy, what makes it different from other economics fields, and what economic indicators are needed to account for the digital economy.</p> <p>Strategy, decisions and competition in industries and in the digital world: demand for network goods, pricing under weak and strong network effects, network size and multi-product firms.</p> <p>Product ratings and review systems, market tipping and the role of intermediaries</p> <p>Platform pricing, two-sidedness, platform profits, case studies.</p>
Keywords	Digital businesses, measuring the digital economy, economic indicators, digital economy, business strategies, competition in industries, network goods, price setting, network size, product ratings, review systems, platforms.
Recommended Prerequisites	None.
Propaedeutic Courses	
Teaching Format	Lectures, discussions, and small group projects.
Mandatory Attendance	Highly Recommended, but not required
Specific Educational Objectives and Learning Outcomes	<p>The course belongs to the type "attività formativa affine o integrativa".</p> <p>This course has two objectives. The first goal is to give the students practical skills in analyzing data to answer questions about the causal impact of different decisions or policies on outcomes for individuals and firms. The second objective of the course is to analyze the digital economy and the markets in which digital businesses work. We cover basics in industrial organization, platforms, network effects, pricing and platform competition. Work with data and case studies concludes the course.</p> <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • D1.17 – Learn about macroeconomic and global developments to understand how the macroeconomy works. Understanding methods used by digital businesses in their business strategy. • D1.18 - Understand the interdisciplinary approach to IT

	<p>projects that takes into account technical foundations, business needs, social and dynamic aspects and the regulatory framework. Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • D2.3 - Ability to analyze digital business problems and to develop proposals for solutions with the help of IT tools. • D2.4 - Ability to analyze procedures and operational processes. • D2.13 - Ability to apply additional knowledge in the subjects of Digital Marketing. <p>Making judgments</p> <ul style="list-style-type: none"> • D3.1 - Ability to interpret data useful for forming independent judgments on IT and economic aspects of information systems. • D3.3 - Ability to compare and evaluate different IT solutions based on their technical characteristics and key business figures. • D3.4 - Ability to assess fundamental economic and business facts on the basis of numerical data. <p>Communication skills</p> <ul style="list-style-type: none"> • D4.1 - Be able to use the three languages English, Italian and German and, in particular in English, be able to use appropriate technical terminology and communication style. • D4.2 - Ability to use modern means of communication also for remote interactions. • 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"> • D5.2 - Learning ability to carry out strategic and IT project activities. • D5.3 - Ability to follow rapid technological developments and to learn about innovative aspects of the latest generation of information technology and systems.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<p>An obligatory written final exam.</p> <p>For the final exam neither textbooks, nor other teaching materials, nor any electronic devices are allowed in the examination room. Dictionaries without notes and simple calculators are permitted. No</p>

	special exam for no-attendees.
Evaluation Criteria	<p>The grade on the final exam will determine the grade in the course.</p> <p>The textbooks, "The Economics of Platforms: Concepts and Strategy" and "Industrial Organization: Markets and Strategies" by Paul Belleflamme and Martin Peitz, plus the in-class slides of the instructor are the basis for the material covered in the exam and will be made available to the students online.</p>
Required Readings	<p>Industrial Organization: Markets and Strategies, Paul Belleflamme and Martin Peitz, 2nd edition, Cambridge University Press, Cambridge 2019.</p> <p>The Economics of Platforms: Concepts and Strategy, Paul Belleflamme and Martin Peitz, Digital edition, Cambridge University Press, Cambridge 2021 (accessible via www.unibz.it/library).</p> <p>Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it</p>
Supplementary Readings	<p>Intermediate Microeconomics: A Modern Approach, 8th edition, W.W. Norton, New York, 2009.</p> <p>Strategy, Joel Watson, 3rd edition, WW Norton, New York, 2013.</p>
Further Information	
Sustainable Development Goals (SDGs)	Quality education