

Syllabus

Descrizione corso

Titolo insegnamento	Advanced Economics for Digital Business
Codice insegnamento	76422
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-02/A
Lingua	Inglese
Corso di Studio	Corso di laurea in Informatica e Management delle Aziende digitali
Altri Corsi di Studio (mutuati)	
Docenti	dr. Wolfgang Gick, wolfgang.gick@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/33840 prof. Steven Eric Stillman, Steven.Stillman@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/36390
Assistente	
Semestre	Primo semestre
Anno/i di corso	3
CFU	6
Ore didattica frontale	30
Ore di laboratorio	12
Ore di studio individuale	108
Ore di ricevimento previste	12
Sintesi contenuti	<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.
Argomenti dell'insegnamento	<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>
Parole chiave	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.
Prerequisiti	None.
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures, discussions, and small group projects.
Obbligo di frequenza	Highly Recommended, but not required
Obiettivi formativi specifici e risultati di apprendimento attesi	<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.

	<ul style="list-style-type: none"> • D1.18 - Understand the interdisciplinary approach to IT projects that takes into account technical foundations, business needs, social and dynamic aspects and the regulatory framework. Applying knowledge and understanding: • 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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	<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.</p>

	Dictionaries without notes and simple calculators are permitted. No special exam for no-attendeers.
Criteri di valutazione	<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>
Bibliografia obbligatoria	<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>
Bibliografia facoltativa	<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>
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità