

Syllabus

Descrizione corso

Titolo insegnamento	Economics for Management
Codice insegnamento	25558
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Imprenditorialità e Innovazione
Altri Corsi di Studio (mutuati)	
Docenti	prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799
Assistente	
Semestre	Tutti i semestri
Anno/i di corso	1
CFU	12
Ore didattica frontale	36 hours module 1 36 hours module 2
Ore di laboratorio	12 hours module 1
Ore di studio individuale	-
Ore di ricevimento previste	M1: 18 M2: 18
Sintesi contenuti	<p>M1: This course gives an overview of microeconomic tools pertinent to the analysis of business/entrepreneurial activities, with a specific focus on pricing strategies.</p> <p>The list of topics is:</p> <ul style="list-style-type: none"> • Pricing strategies: a real-world example to start with • Market structure and market power • Monopolistic price discrimination • Monopolistic pricing in digital markets

	<ul style="list-style-type: none"> • Competition and differentiation. <p>M2: The course introduces students to some advanced topics in economics of innovation. We will first adopt a microeconomic approach to study how institutions and laws (in particular patents and copyright) affect firms' incentives to innovate, and how the market structure and the level of competition affect R&D. We will then look at the role of institutions in shaping innovative activities. Finally, we will study the economics of platforms and AI – two important sources of innovation nowadays.</p>
Argomenti dell'insegnamento	<p>M1:</p> <ol style="list-style-type: none"> 1) Pricing strategies: a real-world example to start with 2) Market structure and market power 3) Monopolistic price discrimination 4) Monopolistic pricing in digital markets 5) Competition and differentiation <p>M2:</p> <ol style="list-style-type: none"> 1) Networks and platforms 2) Institutions, knowledge diffusion, government and growth 3) R&D, patents and standardization 4) Nurturing innovation – entrepreneurship, innovators and ideas 5) Asymmetric information and financing innovation 6) Industrial policy, strategic autonomy and innovation
Parole chiave	<ol style="list-style-type: none"> 1) Market structure 2) Network 3) Institutions 4) Knowledge 5) Patents
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures + exercise sessions + students presentations + case studies and in-class discussion
Obbligo di frequenza	
Obiettivi formativi specifici e risultati di apprendimento attesi	
Obiettivi formativi specifici e	

risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	<p>The assessment takes into consideration the combined acquisition of the learning outcome reached by the students in the two modules.</p> <p>Over the course, students are expected to participate to class discussion based on topic assigned in advance. They are also given written final exam, project works, and oral presentations</p>
Criteri di valutazione	<p>The final grade will be the arithmetic average of the grade in M1 and in M2. A minimum grade of 15 in both modules is required</p> <p>For M1 and M2: For attending students: individual written final exam test (at most 70%); course work (at least 30%). For not attending students: final exam 100%</p> <p>The final exam will assess the following skills:</p> <p>Ability to understand the impact of firms' incentives in designing firms' competitive strategy (pricing, entry)</p> <p>Ability to understand incentives for firms to collaborate and to innovate in environments characterized by complementarities and network externalities</p> <p>Ability to understand both the private incentives and the welfare consequences of firms' strategies</p> <p>Ability to assess, within a managerial perspective, costs and benefits of innovative activity within a firm, both in the short and in the medium-long run</p> <p>Ability to identify, from the viewpoint of a manager, the innovation protection tools that best fit the different contexts, assessing their costs and benefits</p> <p>Ability to assess, within a policy-maker perspective, effectiveness and efficiency of the various industrial policy instruments for innovation.</p> <p>Ability to assess the role of institutions (private sector vs public sector) in promoting and supporting innovation</p> <p>Students are expected both to be able to solve formal economic models, and to discuss their implications.</p>

Bibliografia obbligatoria	<p>M1 + M2: Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley, 2014</p> <p>M2: Paul Belleflamme, Martin Peitz, "The Economics of Platforms: concepts and strategies", Cambridge University Press, 2021</p>
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità

Modulo del corso

Titolo della parte costituente del corso	Business Economics
Codice insegnamento	25558A
Settore Scientifico-Disciplinare	SECS-P/01
Lingua	Inglese
Docenti	prof. Alessandro Fedele, Alessandro.Fedele@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/32469
Assistente	
Semestre	Primo semestre
CFU	6
Docente responsabile	
Ore didattiche frontali	36
Ore di laboratorio	12
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	This course gives an overview of microeconomic tools pertinent to

	<p>the analysis of business/entrepreneurial activities, with a specific focus on pricing strategies.</p> <p>The list of topics is:</p> <ul style="list-style-type: none"> • Pricing strategies: a real-world example to start with • Market structure and market power • Monopolistic price discrimination • Monopolistic pricing in digital markets • Competition and differentiation.
Argomenti dell'insegnamento	<p>1) Pricing strategies: a real-world example to start with</p> <p>2) Market structure and market power</p> <p>3) Monopolistic price discrimination</p> <p>4) Monopolistic pricing in digital markets</p> <p>5) Competition and differentiation</p>
Modalità di insegnamento	Frontal lectures, exercise sessions; in-class discussion
Bibliografia obbligatoria	Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley, 2014
Bibliografia facoltativa	

Modulo del corso

Titolo della parte costituente del corso	Innovation Economics
Codice insegnamento	25558B
Settore Scientifico-Disciplinare	SECS-P/06
Lingua	Inglese
Docenti	<p>prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799</p> <p>dr. Nicola Campigotto, Nicola.Campigotto@unibz.it</p>
Assistente	
Semestre	Secondo semestre
CFU	6
Docente responsabile	

Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	The course introduces students to some advanced topics in economics of innovation. We will first adopt a microeconomic approach to study how institutions and laws (in particular patents and copyright) affect firms' incentives to innovate, and how the market structure and the level of competition affect R&D. We will then look at the role of institutions in shaping innovative activities. Finally, we will study the economics of platforms and AI – two important sources of innovation nowadays.
Argomenti dell'insegnamento	<ol style="list-style-type: none"> 1) Introduction to economics of innovation: radical vs incremental innovation and incentives to innovate 2) Research and development: policies 3) Research and development: effects 4) Introduction to history of innovation 5) Platforms 6) Networks 7) Nurturing innovation – inventions, ideas and institutions 8) Patents and patent policy 9) Standardization 10) Asymmetric information and financing innovation 11) Diffusion of new technologies 12) Innovation and market dynamics 13) Artificial intelligence and innovation 14) Robotization and industrial policy 15) Innovation in the pharmaceutical sector
Modalità di insegnamento	Lectures + students' presentations + discussions of cases
Bibliografia obbligatoria	<p>Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley, 2014</p> <p>Paul Belleflamme, Martin Peitz, "The Economics of Platforms: concepts and strategies", Cambridge University Press, 2021</p>
Bibliografia facoltativa	