

Syllabus

Descrizione corso

Titolo insegnamento	Micro e Macro Economia
Codice insegnamento	30164
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	SECS-P/01
Lingua	Tedesco
Corso di Studio	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
Altri Corsi di Studio (mutuati)	
Docenti	prof. dr. Stefan Franz Schubert, StefanFranz.Schubert@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/8367
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1
CFU	8
Ore didattica frontale	48
Ore di laboratorio	24
Ore di studio individuale	-
Ore di ricevimento previste	24
Sintesi contenuti	<ul style="list-style-type: none"> • Consumer and producer theory • market forms and price theory • economic growth and inflation • business cycles and economic policy
Argomenti dell'insegnamento	I: MICROECONOMICS 1. Introduction 2. Demand theory 3. Household theory

	<ol style="list-style-type: none"> 4. Production theory 5. Cost functions 6. Perfect competition 7. Monopoly 8. Price discrimination 9. Oligopoly <p>II. MACROECONOMICS</p> <ol style="list-style-type: none"> 1. Introduction 2. National accounting 3. Overview over long-run growth 4. Production model 5. Solow growth model 6. Romer model 7. Inflation 8. Short-run model 9. IS-curve 10. Monetary policy and Phillipscurve 11. Government in the economy
Parole chiave	<ul style="list-style-type: none"> • Household theory • Production theory • Perfect competition • Imperfect competition • National accounting • Economic growth • Economic fluctuations • The Government in the economy
Prerequisiti	none
Insegnamenti propedeutici	
Modalità di insegnamento	lectures (in person)
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	<p>Knowledge and understanding</p> <p>of corporate decisions in monopolies with regard to quality, quantity and prices</p> <p>models of strategic interaction between companies in oligopolistic contexts</p> <p>the role of network externalities in the digital economy</p> <p>the strategies of vertical and horizontal differentiation of companies</p>

	<p>the strategies for maintaining a dominant position by a company</p> <p>the comparative advantages in the area of travel destinations</p> <p>price and quality strategies in the destination</p> <p>economic policy instruments to promote the development of destinations</p> <p>the basic principles of the theory of supply and demand</p> <p>the theory of pricing</p> <p>the role of artificial intelligence and algorithms in pricing mechanisms</p> <p>the role of the state in the economy</p> <p>the fundamentals of monetary economics</p> <p>the basics of tax policy and budget planning</p> <p>growth theory</p> <p>the theory of cooperative games and collusive behaviour</p> <p>sectoral analysis tools for the sports and events industry</p> <p>industrial policy instruments for the sports sector</p> <p>the impact of the organisation of sports events on regional economic growth</p> <p>the quality strategies of accommodation providers</p> <p>the pricing strategies of accommodation providers using strategic interaction models from game theory.</p> <p>the horizontal differentiation strategies of accommodation providers</p> <p>Incentives in the internal organisation of accommodation providers</p> <p>methods for the evaluation of external effects and public goods in the tourism and sports sector</p> <p>economic policy for sustainable tourism</p> <p>the concept of sustainability and its impact on regional development</p> <p>the economic systems of tourism and sports enterprises</p> <p>the determinants of co-operation and system building capacity between the different local tourism stakeholders.</p> <p>Ability to apply knowledge and understanding</p> <p>analyse markets with the aim of selecting products and markets on which to focus business activities</p> <p>Contextual criteria for pricing</p> <p>Assess the costs and benefits of maintaining a dominant position and choosing the most appropriate instruments to achieve the objective</p>
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	<p>Analysing the trade-off between price and product quality and understanding the criteria used to choose the appropriate level of quality for the context</p> <p>Ex-post analysis of the impact of economic policies, both in traditional contexts (with limited data) and in innovative contexts (with big data)</p> <p>Analysing the economic sustainability of current and future destinations</p> <p>Analyse the impact of public policies to increase the attractiveness of destinations</p> <p>Ability to argue like an economist, i.e. to apply the schemes and criteria typical of economic analysis</p> <p>Ability to understand the interaction between individual consumer and business decisions and market equilibrium</p> <p>Apply incentive theory to the relationship between incentives and consumer and business decisions</p> <p>Analyse the impact of different economic and fiscal policy decisions on the development of macro- and microeconomic variables</p> <p>Evaluate public policies to support elite sports federations and promote the organisation of events (from the perspective of policy makers)</p> <p>Evaluation of the factors that determine the financial sustainability of sports federations and event organisers (from a management perspective)</p> <p>Development of economic models for the sustainable development of tourism in the local area</p> <p>Planning and evaluation of economic development processes in the tourism sector at macro and micro level</p> <p>Analysing the economic impact of economic policy measures for the tourism sector at local, regional and national level</p> <p>Development of a sustainable tourism development plan (from the perspective of political decision-makers)</p> <p>Development of economic models for sustainable tourism development at local level</p> <p>Critically analysing tourism policy instruments to promote local products and evaluating the effectiveness of the various instruments.</p> <p>Making judgements</p> <p>identify the main variables to be used in making judgements in</p>
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	<p>complex situations; Analyse and critically report on information, experience and data to make appropriate business decisions; select the most appropriate quantitative and qualitative analytical tools to support decision making; find solutions by using logical reasoning and combining information and analytical tools</p> <p>Communication skills Achievement of this objective is assessed through written examinations, group work, assignments, presentation of case studies and projects and the final thesis.</p> <p>Learning skills the ability to analyse, critically assess and integrate data, information and experience; the ability to develop possible solutions to problems in economic and operational areas that relate to those work contexts that represent a possible career prospect for graduates.</p>
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	none
Modalità di esame	Written exam (100 %), consisting of multiple choice questions and problems to solve
Criteri di valutazione	Economic knowledge, analytical skills
Bibliografia obbligatoria	<p>for Microeconomics:</p> <p>Allen, Weigelt, Doherty and Mansfield: Managerial Economics – Theory, Applications, and Cases, 8th edition W. W. Norton & Company</p> <p>for Macroeconomics:</p> <p>Jones</p>

	<p>Macroeconomics, 4rd edition</p> <p>W. W. Norton & Company</p>
Bibliografia facoltativa	<p>Varian, Intermediate Microeconomics, 9. edition, W W Norton</p> <p>Blanchard, Macroeconomics, 7. ed., Pearson</p> <p>Nechyba: Microeconomics – An Intuitive Approach with Calculus, 2nd edition</p> <p>South-Western Cengage Learning</p> <p>(particularly recommended for an calculus base approach)</p> <p>Pindyck and Rubinfeld: Microeconomics, 6th edition Pearson Addison Wesley</p> <p>Varian: Intermediate Microeconomics with Calculus: A Modern Approach, 1st edition</p> <p>W. W. Norton & Company</p> <p>Frank: Microeconomics and Behavior, 8th edition McGraw-Hill</p> <p>Blanchard</p> <p>Macroeconomics, 5th edition Pearson/Addison-Wesley</p> <p>Dornbusch, Fischer and Startz Macroeconomics, 10th edition McGraw-Hill</p> <p>Acemoglu, Laibson and List: Economics, 1st edition</p> <p>Pearson</p>

Altre informazioni	none
Obiettivi di Sviluppo Sostenibile (SDGs)	Sconfiggere la povertà, Istruzione di qualità, Buona salute, Sconfiggere la fame