

# Syllabus

## *Kursbeschreibung*

<b>Titel der Lehrveranstaltung</b>	Wirtschaftsmanagement für TSE
<b>Code der Lehrveranstaltung</b>	30170
<b>Zusätzlicher Titel der Lehrveranstaltung</b>	
<b>Wissenschaftlich-disziplinärer Bereich</b>	ECON-04/A
<b>Sprache</b>	Italienisch
<b>Studiengang</b>	Bachelor in Tourismus-, Sport- und Eventmanagement
<b>Andere Studiengänge (gem. Lehrveranstaltung)</b>	
<b>Dozenten/Dozentinnen</b>	Prof. Federico Boffa, FBoffa@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799</a> Dott. Dimitri Storai, Dimitri.Storai@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46058">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46058</a>
<b>Wissensch. Mitarbeiter/Mitarbeiterin</b>	
<b>Semester</b>	Erstes Semester
<b>Studienjahr/e</b>	2
<b>KP</b>	6
<b>Vorlesungsstunden</b>	36
<b>Laboratoriumsstunden</b>	18
<b>Stunden für individuelles Studium</b>	-
<b>Vorgesehene Sprechzeiten</b>	18
<b>Inhaltsangabe</b>	The course introduces students to the main themes of managerial economics, focusing on incentives and firms' strategies. We first cover price setting in monopolistic markets, analyzing price

	discrimination. We then move to oligopolistic and competitive markets, looking at prices and quality levels. We will finally study the determinants of firms' entry decisions in markets.
<b>Themen der Lehrveranstaltung</b>	1) Market structure and market power 2) Technology and production costs 3) Monopoly power 4) Price discrimination 5) Oligopoly games 6) Product Differentiation 7) Competitive strategies 8) Dynamic games 9) Entry deterrence 10) Basics of contract theory
<b>Stichwörter</b>	Pricing strategies Competition Differentiation Entry Contract theory
<b>Empfohlene Voraussetzungen</b>	
<b>Propädeutische Lehrveranstaltungen</b>	
<b>Unterrichtsform</b>	Lectures and exercise hours.
<b>Anwesenheitspflicht</b>	-
<b>Spezifische Bildungsziele und erwartete Lernergebnisse</b>	Knowledge and understanding of enterprise choices in monopolies in terms of quality, quantity and prices of strategic interaction models between firms in oligopolistic contexts of the role of network externalities in the digital economy the strategies of vertical and horizontal differentiation by firms the strategies of maintaining a dominant position by a firm of comparative advantages in the tourism destination sector of price and quality strategies in the destination economic policy instruments aimed at stimulating the development of tourist destinations the basic principles of supply and demand theory the theory of price formation

	<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>fundamentals of fiscal policy and budgeting</p> <p>growth theory</p> <p>the theory of cooperative games and collusive behaviour</p> <p>sectoral analysis tools for the sports and events industries</p> <p>of industrial policy tools related to the sports sector</p> <p>the effect of the organisation of sports shows and events on regional economic growth.</p> <p>the quality strategies of accommodation facilities</p> <p>of the pricing strategies of accommodation facilities, using strategic interaction models derived from game theory.</p> <p>of the horizontal differentiation strategies of accommodation facilities</p> <p>of incentives in the internal organisations of accommodation facilities</p> <p>of methods for evaluating externalities and public goods in the tourism and sports sector</p> <p>economic policies 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 collaboration and system-building capacity between the various local tourism operators.</p> <p>Ability to apply knowledge and understanding</p> <p>market analysis for the choice of products and markets on which to focus business activity</p> <p>pricing criteria suited to the context</p> <p>evaluation of the costs and benefits of maintaining a dominant position, and of choosing the most appropriate instruments for the eventual pursuit of the objective</p> <p>analysis of the trade-off between price and product quality, and to understand the criteria on the basis of which to choose the level of quality appropriate to the context</p> <p>ex post analysis of the effects of economic policies, both in traditional contexts (with limited data) and in innovative contexts (with big data)</p>
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	<p>economic sustainability analysis of current and prospective tourist destinations</p> <p>impact analysis of public policies aimed at increasing the attractiveness of tourist destinations</p> <p>ability to reason as an economist, i.e. using schemes and criteria typical of economic analysis</p> <p>ability to grasp the interaction between individual consumer and business choices and market equilibrium</p> <p>application of incentive theory to the relationship between incentives and consumer and business choices</p> <p>analysis of the effects of various economic and fiscal policy choices on the development of macroeconomic and microeconomic variables</p> <p>evaluation of public policies to support high-level sports associations and support the organisation of events (from a policy maker perspective)</p> <p>evaluation of the determinants of the financial sustainability of sports associations and event management companies (from a managerial perspective)</p> <p>development of economic models for the sustainable development of tourism in the local area</p> <p>planning and evaluation of macro- and micro-level economic development processes in the tourism sector</p> <p>analysis of economic effects at local, regional and national level of economic policies relating to the tourism sector</p> <p>drafting a sustainable tourism development plan (from the policy maker's perspective)</p> <p>development of economic models for sustainable tourism development at local level</p> <p>critical analysis of tourism policy instruments aimed at promoting local products, evaluating the effectiveness of the various instruments.</p> <p>Autonomy of judgement</p> <p>identify the most relevant variables to be used in making decisions in complex situations</p> <p>report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions;</p> <p>evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;</p>
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	<p>adopt logical arguments and relate information and analytical tools to find solutions.</p> <p>Communication skills Achievement of this objective will be assessed by means of written examinations, individual and group assignments and the final dissertation.</p> <p>Learning skills ability to find the information necessary to keep abreast of changes in the service sector in general and in the tourism, sports and events sector in particular; ability to analyse, critically evaluate and integrate data, information and experience; ability to develop possible solutions for economic and management problems in the operational contexts of reference to the graduates' occupational outlets.</p>
<b>Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)</b>	
<b>Art der Prüfung</b>	Final exam (same for attending and non-attending students). It will be composed of review questions, exercises and cases.
<b>Bewertungskriterien</b>	<p>In review questions, students will be assessed based on the extent to which they have learnt and understood the covered material</p> <p>In exercises, students will be tested on their ability to apply their knowledge within a formal framework-</p> <p>In cases, students will be tested on their ability to apply their knowledge in a non-structured framework</p>
<b>Pfichtliteratur</b>	<b>Pepall, L., Richards, D., &amp; Norman, G. (2005). <i>Organizzazione industriale</i>. Milano: McGraw-Hill.</b>
<b>Weiterführende Literatur</b>	
<b>Weitere Informationen</b>	
<b>Ziele für nachhaltige Entwicklung (SDGs)</b>	Menschenwürdige Arbeit und Wirtschaftswachstum