

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Wirtschaftsmanagement für TSE
Code der Lehrveranstaltung	30170
Zusätzlicher Titel der	
Lehrveranstaltung	
Wissenschaftlich-	SECS-P/06
disziplinärer Bereich	
Sprache	Italienisch
Studiengang	Bachelor in Tourismus-, Sport- und Eventmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Federico Boffa,
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	https://www.unibz.it/en/faculties/economics-
	management/academic-staff/person/5799
	Dott. Dimitri Storai,
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	management/academic-staff/person/46058
Wissensch.	
Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	2
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	18
Stunden für individuelles	-
Studium	
Vorgesehene Sprechzeiten	18
Inhaltsangabe	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.
Themen der	Market structure and market power
Lehrveranstaltung	2) Technology and production costs
	3) Monopoly power
	4) Price discrimination
	5) Oligopoly games
	6) Product Differentation
	7) Competitive strategies
	8) Dynamic games
	9) Entry deterrence
	10) Basics of contract theory
Stichwörter	Pricing strategies
	Competition
	Differentiation
	Entry
	Contract theory
Empfohlene	
Voraussetzungen	
Propädeutische	
Lehrveranstaltungen	
Unterrichtsform	Lectures and exercise hours.
Anwesenheitspflicht	-
Spezifische Bildungsziele	Knowledge and understanding
und erwartete	of enterprise choices in monopolies in terms of quality, quantity
Lernergebnisse	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

the role of artificial intelligence and algorithms in pricing mechanisms

the role of the state in the economy the fundamentals of monetary economics fundamentals of fiscal policy and budgeting growth theory

the theory of cooperative games and collusive behaviour sectoral analysis tools for the sports and events industries of industrial policy tools related to the sports sector the effect of the organisation of sports shows and events on regional economic growth.

the quality strategies of accommodation facilities of the pricing strategies of accommodation facilities, using strategic interaction models derived from game theory.

of the horizontal differentiation strategies of accommodation facilities

of incentives in the internal organisations of accommodation facilities

of methods for evaluating externalities and public goods in the tourism and sports sector

economic policies for sustainable tourism

the concept of sustainability and its impact on regional development

the economic systems of tourism and sports enterprises the determinants of collaboration and system-building capacity between the various local tourism operators.

Ability to apply knowledge and understanding market analysis for the choice of products and markets on which to focus business activity

pricing criteria suited to the context

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

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

ex post analysis of the effects of economic policies, both in traditional contexts (with limited data) and in innovative contexts (with big data)



economic sustainability analysis of current and prospective tourist destinations

impact analysis of public policies aimed at increasing the attractiveness of tourist destinations

ability to reason as an economist, i.e. using schemes and criteria typical of economic analysis

ability to grasp the interaction between individual consumer and business choices and market equilibrium

application of incentive theory to the relationship between incentives and consumer and business choices

analysis of the effects of various economic and fiscal policy choices on the development of macroeconomic and microeconomic variables

evaluation of public policies to support high-level sports associations and support the organisation of events (from a policy maker perspective)

evaluation of the determinants of the financial sustainability of sports associations and event management companies (from a managerial perspective)

development of economic models for the sustainable development of tourism in the local area

planning and evaluation of macro- and micro-level economic development processes in the tourism sector

analysis of economic effects at local, regional and national level of economic policies relating to the tourism sector

drafting a sustainable tourism development plan (from the policy maker's perspective)

development of economic models for sustainable tourism development at local level

critical analysis of tourism policy instruments aimed at promoting local products, evaluating the effectiveness of the various instruments.

Autonomy of judgement

identify the most relevant variables to be used in making decisions in complex situations

report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions; evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;

	adopt logical arguments and relate information and analytical tools to find solutions.
	Communication skills Achievement of this objective will be assessed by means of written examinations, individual and group assignments and the final dissertation.
	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.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Final exam (same for attending and non-attending students). It will be composed of review questions, exercises and cases.
Bewertungskriterien	In review questions, students will be assessed based on the extent to which they have learnt and understood the covered material In exercises, students will be tested on their ability to apply their knowledge within a formal framework-In cases, students will be tested on their ability to apply their knowledge in a non-structured framework
Pflichtliteratur	Pepall, L., Richards, D., & Norman, G. (2005). <i>Organizzazione industriale</i> . Milano: McGraw-Hill.
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Menschenwürdige Arbeit und Wirtschaftswachstum