COURSE DESCRIPTION – ACADEMIC YEAR 2019/2020

Course title	**Economics of Digital Markets**
Course code	76403
Scientific sector	SECS-P/06
Degree	Bachelor in Informatics and Management of Digital Business (L-31)
Semester	1
Year	1
Credits	9
Modular	No

Total lecturing hours	63
Total lab hours	30
Attendance	Suggested, but not required. Non-attending students should contact the lecturer at the beginning of the course in order to organise their study.
Prerequisites	
Course page	https://ole.unibz.it/

Specific educational objectives	The course belongs to the type "attività formative affini o integrative – formazione affine". The course provides a general overview of scientific contents related to microeconomics and to industrial economics. In addition, it allows students to acquire professional managerial skills, as well as competences that may be used as policymakers. Students are expected to familiarize with the basic concepts of business economics, and to apply them. In particular, the focus will lie on the following objectives: 1) Familiarize students with the basic tools of industrial organization. 2) Help students develop a sound analytical framework guiding their future professional decisions in a company. 3) Illustrate how internet and the digital economy are changing the industrial structure and the economics of business.

Lecturer	Federico Boffa and Alberto Cavaliere
Contact	Office BK A1.06, fboffa@unibz.it, +39 0474 013647 Office E3.10, alberto.cavaliere@unibz.it, +39 0471 013278
Scientific sector of lecturer	SECS-P/06
Teaching language	English
Office hours	Federico Boffa: Thursdays 17:00-19:00 after the lecture, Office E4.08. Please confirm via e-mail. Alberto Cavaliere: Announced on the course page. Please confirm via e-mail.
Lecturing Assistant (if any)	Alberto Cavaliere
Contact LA	Office E3.10, alberto.cavaliere@unibz.it, +39 0471 013278
Office hours LA	Announced on the course page. Please confirm via e-mail.
List of topics	• Introduction to Microeconomics • Consumer Theory • Producer Theory

	• Basic Game Theory • Industrial Organization • Strategic Interactions
Teaching format	Frontal lectures, exercises, discussion of cases

Learning outcomes	Knowledge and understanding: • D1.1 - Possess basic knowledge of mathematical analysis, algebra, numerical calculation and optimisation methods which support computer science and advanced economics. • D1.2 - Possess solid knowledge of statistics and probability theory that support computer science and in-depth economic subjects. • D1.16 - Knowledge of the basic concepts of economics and their influence on economic decisions. Applying knowledge and understanding: • D2.11 - Ability to analyse large amounts of data on economic facts and processes. • D2.12 - Ability to apply one's knowledge of economic conditions and of microeconomic decision-making behaviour. Making judgments • D3.1 - Ability to collect and interpret data useful for forming independent judgments on IT and economic aspects of information systems. Communication skills • D4.3 - Ability to negotiate with people with different professional experiences the definition and requirements of corporate information systems. Learning skills • D5.1 - Learning ability to undertake further studies with a high degree of autonomy.

Assessment	The exam is written. The evaluation of attending students is based on a class presentation, and on the final exam. The evaluation of non-attending students is entirely based on the final exam. The final exam consists of three parts, which test three different skills: • Review questions, where students are expected to show they have learnt and understood the covered material • Exercises, where students are expected to apply their knowledge within a formal framework • Case studies, where students are expected to apply their knowledge in a non-structured framework
Assessment language	English
Assessment Typology	Monocratic

Evaluation criteria and criteria for awarding marks	For non-attending students, the evaluation is 100% based on the final exam. Approximately each of the three skills will carry equal weight. Attending students have two options: either their evaluation is 100% based on the final exam, or it is based for 75% on the final exam, and for 25% on the class presentation.

Required readings	• Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley, 2014 • Luis M.B Cabral "Introduction to Industrial Organization" 2017, (second edition) MIT Press Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it
Supplementary readings	• S. Comino, F. Manenti, "The Industrial Organisation of High-Technology Markets: The Internet and Information Technologies" Additional handouts and readings will be available on the course page.
Software used	--