

Syllabus

Course description

Course title	Economics for Accounting and Finance (modular)
Course code	25444
Scientific sector	SECS-P/06
Degree	LM 77 Master in Accounting and Finance
Semester and academic year	1 st and 2nd semester, 2020/2021
Year	1 st year
Credits	12
Modular	Yes

Short Description	<p>The advanced course in Macroeconomics and Industrial Organization is designed to teach students to apply economic tools in their business decisions.</p> <p>In the module on Macroeconomics students will learn how the economy functions at the macro level, e.g. cover international trade and capital flows, monetary systems, business cycles, currency exchange rates, monetary and fiscal policies, inflation and more. In particular, students will learn the motivation and consequences of monetary and fiscal policies that ultimately affect all businesses.</p> <p>In the module on Industrial Organization , students will learn the techniques that firms use to improve their performances, such as price discrimination, product differentiation, capacity building, bundling, entry deterrence, etc. All these strategies have also welfare consequences, which are scrutinized by Competition Authorities. A part of the course will then be devoted to Competition Law and Economics.</p> <p>Finally, students will be exposed to the frontier of research in Industrial Organization, with the analysis of the economics of ICT and platforms. Throughout the course, students will spend a lot of time understanding the issues of measurement of the impact of economic policies – one of the most prominent notions in contemporary economics.</p>
Total lecturing hours	72
Total lab hours	-
Total exercise hours	-
Attendance	suggested, but not required

Prerequisites	Attendance of the course is suggested. Knowledge of calculus and of the basics of optimization theory helps, but it is not a requirement.
Course page	https://www.unibz.it/it/faculties/economics-management/master-accounting-finance/

Specific educational objectives	<p>The course refers to the typical educational activities and belongs to the scientific area of Economics.</p> <p>The course gives a general overview of the topics of macroeconomics + Industrial Organization relevant for decision makers and consultants in Management, Accounting and Finance. The course is designed to teach students to apply economic tools in their business decisions. Students will learn how to think in terms of incentives and choices under constraints.</p>
Module 1	25444A – M1 - Macroeconomics
Lecturer	Giacomo De Luca
Scientific sector of the lecturer	Secs-P/01
Teaching language	ENGLISH
Office hours	please refer to the lecturer's web page
Lecturing assistant	None
Teaching assistant	None
Office hours	Please refer to the Lecturer's website
List of topics covered	<ol style="list-style-type: none"> 1) The demand and the supply side 2) The 3-equation model and macroeconomic policy 3) Expectations 4) Money, banking and the macro-economy 5) The financial sector and crises 6) The global financial crisis: applying the models 7) Growth, fluctuations and innovation 8) The open economy: the demand and supply sides 9) The Eurozone 10) Monetary and Fiscal policies
Teaching format	Frontal lectures and exercises.

Module 2	25444B – M2-Industrial Organization
Lecturer	Federico Boffa, Federico.Boffa@unibz.it , +39 0471 013278, https://www.unibz.it/en/faculties/economics-management/academic-staff/
Scientific sector of the lecturer	SECS-P/06
Teaching language	English

Office hours	please refer to the lecturer's web page
Lecturer	Paolo Roberti, paolo.roberti@unibz.it , +39 0471 013551, https://www.unibz.it/en/faculties/economics-management/academic-staff/
Scientific sector of the lecturer	
Teaching assistant	None
Office hours	-
List of topics covered	<p>Basic principles of Industrial Economics: Industrial Organization and Competitive Strategy. In particular: The course will cover the following topics:</p> <ol style="list-style-type: none"> 1) Product differentiation 2) Advertizing 3) Frictions to competition – search and switching costs 4) Complement products 5) Network externalities 6) Provisions of network goods 7) Intertemporal price discrimination 8) Asymmetric information and signalling 9) Marketing tools for experience good 10) Markets with intermediated goods
Teaching format	Frontal lectures and exercises.

Learning outcomes	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> • Fundamental knowledge of how the behaviour of households, firms, governments and central banks interact and connect to aggregate economic outcomes. • Fundamental knowledge of macroeconomic institutions. • Fundamental knowledge of general price theory • Fundamental knowledge of general microeconomic models applied to economic problems • Knowledge and understanding of the role of distortions and market failures • Understanding of the workings of markets, the economy, and firm behaviour in the economy. • Understanding incentives • Understanding choices under constraints <p><u>Applying knowledge and understanding:</u></p>
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	<ul style="list-style-type: none"> • Ability to think like an economist, that is, using the economists' criteria and categories • Ability to grasp the interaction between individual choices (by individuals, firms, central bank, governments) and outcomes • Ability to apply incentive theory to the relation between incentives and consumers' and firms' choices • Ability to analyze the effects of different economic and fiscal policy choices on the trend of macroeconomic variables • Making judgments on the basis of appropriate models and tools to analyze specific economic situations and problems. • Employ marginal analysis for decision making • Apply choice under constraint models to analyze real business decisions <p><u>Making judgments:</u></p> <ul style="list-style-type: none"> • Ability to assess economic situations, to relate them to concrete problems, and to develop policy recommendations. • Ability to use the appropriate methods to identify the chain of causality in an economic problem. • Ability to measure relevant economic magnitudes consistently. <p><u>Communication skills:</u></p> <ul style="list-style-type: none"> • Ability to present methodology and theory in a consistent way. • Ability to discuss economic issues. <p><u>Learning skills:</u></p> <ul style="list-style-type: none"> • The student should have a broad understanding of the economic principles that are important for business management. She/he should be able to apply essential elements of core business principles to (case studies of) the business environment. <p><u>Communication skills:</u></p> <ul style="list-style-type: none"> • Students should be able to communicate the content, the key concepts, ideas, and their solutions to the problems to both a specialist and a non-specialist audience.
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Assessment	The assessment takes into consideration the combined acquisition of the learning outcome reached by the students in the two modules.
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	Over the course, students are expected to participate to class discussion based on readings and topic assigned in advance. They are also given a written final exam, project works, and oral presentations.
Assessment language	M1 English, M2 English
Evaluation criteria and criteria for awarding marks	<p>The final grade will be the arithmetic average of the grades in M1 and in M2.</p> <p>For M1: For attending and non-attending students: individual written final exam 100%.</p> <p>For M2: For attending students: individual written final exam test (at least 70%); course work (at most 30%). For not attending students: final exam 100%</p> <p>Students are expected both to be able to solve formal economic models, and to discuss their implications.</p>
Required readings	<p>For M1: Carlin, W. and Soskice, D.(2014), "Macroeconomics: Institutions, Instability, and the Financial System", OUP: Oxford</p> <p>For M2: Lynne Pepall, L., Richards, D., Norman, G., "Industrial Organization: Contemporary Theory and Empirical Applications", Wiley, 2014 Paul Belleflamme, Martin Peitz, "Industrial Organization: markets and strategies", Cambridge University Press, 2018</p>
Supplementary readings	<p>Slides and handouts will be distributed on Reserve Collection.</p> <p>Additional literature will be indicated during the lectures.</p>