

COURSE DESCRIPTION – ACADEMIC YEAR 2024/2025

Course title	Advanced Economics for Digital Business Specialisation: Digital Marketing / Digital Finance
Course code	76422
Scientific sector	SECS-P/02
Degree	Bachelor in Informatics and Management of Digital Business (L-31)
Semester	1
Year	3
Credits	6
Modular	No

Total lecturing hours	30
Total lab hours	12
Attendance	Highly Recommended, but not required
Prerequisites	
Course page	https://ole.unibz.it/

Specific educational objectives	<p>The course belongs to the type "attività formativa affine o integrativa".</p> <p>This course has two objectives. The first is to give students a background in macroeconomics. We focus on the global economy, trading, global imbalances, as well as government policies and their impact on growth. The second objective of the course is to analyze the digital economy and the markets in which digital businesses work. We cover basics in industrial organization, platforms, network effects, pricing and platform competition. Work with data and case studies concludes the course.</p>
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Lecturer	Wolfgang Gick
Contact	wolfgang.gick@unibz.it - +39 0471 013250
Scientific sector of lecturer	--
Teaching language	English
Office hours	By appointment (arrange beforehand via e-mail or on Teams).
Lecturing assistant (if any)	--
Contact LA	--
Office hours LA	--
List of topics	<ul style="list-style-type: none"> • Macroeconomic Growth/Growth accounting/Global developments and government policy We discuss how differences in technology and institutions are related to differences in productivity and economic growth • Business Cycles and the impact of monetary and fiscal policy. We analyze output fluctuations, business cycles and government policy. • Trade/Exchange Rate/Open Economy We will discuss how countries trade with each other and the role of the exchange rate in directing resources between countries • The Digital Economy The heart of the course will be the digital economy and how digital businesses operate. After an introduction into Industrial

	<p>Organization we analyze two-sided markets and platforms and how they come about. We focus on price mechanisms, platform competition, pricing, auctions, and network effects.</p> <ul style="list-style-type: none"> Working with data and case studies <p>We analyze the digital economy by working with data and case studies to understand how digital businesses use information and reviews to improve their business and pricing strategy.</p>
Teaching format	Lectures, discussions, and small group projects

Learning outcomes	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> D1.17 – Learn about macroeconomic and global developments to understand how the macroeconomy works. Understanding methods used by digital businesses in their business strategy. D1.18 - Understand the interdisciplinary approach to IT projects that takes into account technical foundations, business needs, social and dynamic aspects and the regulatory framework. <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> D2.3 - Ability to analyze digital business problems and to develop proposals for solutions with the help of IT tools. D2.4 - Ability to analyze procedures and operational processes. D2.13 - Ability to apply additional knowledge in the subjects of Digital Marketing. <p>Making judgments</p> <ul style="list-style-type: none"> D3.1 - Ability to interpret data useful for forming independent judgments on IT and economic aspects of information systems. D3.3 - Ability to compare and evaluate different IT solutions based on their technical characteristics and key business figures. D3.4 - Ability to assess fundamental economic and business facts on the basis of numerical data. <p>Communication skills</p> <ul style="list-style-type: none"> D4.1 - Be able to use the three languages English, Italian and German and, in particular in English, be able to use appropriate technical terminology and communication style. D4.2 - Ability to use modern means of communication also for remote interactions. D4.3 - Ability to negotiate with people with different professional experiences the definition and requirements of corporate information systems. <p>Learning skills</p> <ul style="list-style-type: none"> D5.2 - Learning ability to carry out strategic and IT project activities. D5.3 - Ability to follow rapid technological developments and to learn about innovative aspects of the latest generation of information technology and systems.
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Assessment	<p>An obligatory final exam. For the final exam neither textbooks, nor other teaching materials, nor</p>
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	any electronic devices are allowed in the examination room. Dictionaries without notes and simple calculators are permitted. No special exam for no-attendees.
Assessment language	English
Assessment Typology	Monocratic
Evaluation criteria and criteria for awarding marks	<p>The grade on the final exam will determine the grade in the course.</p> <p>The textbooks, "Macroeconomics" by Stephen D Williamson and by Paul Belleflamme and Martin Peitz "The Economics of Platforms: Concepts and Strategy" plus the in-class slides of the instructor are the form the basis for the material covered in the exam and will be made available to the students online.</p> <p>Criteria are standard: correct procedure and solution counts. In addition, solutions to problems require the ability to summarize, evaluate, and establish relationships between topics, and skills in critical thinking.</p>
Required readings	<ul style="list-style-type: none"> • Macroeconomics, Stephen D Williamson, 6th edition, Pearson, Harlow, 2022 (available at library). • The Economics of Platforms: Concepts and Strategy, Paul Belleflamme and Martin Peitz, Digital edition, Cambridge University Press, Cambridge 2021 (accessible via www.unibz.it/library). <p>Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it</p>
Supplementary readings	<ul style="list-style-type: none"> • Industrial Organization: Markets and Strategies, Paul Belleflamme and Martin Peitz, Cambridge University Press, 2nd edition, Cambridge 2021 • Intermediate Microeconomics: A Modern Approach, 8th edition, W.W. Norton, New York, 2009
Software used	None