



## ECONOMICS OF INNOVATION AND INDUSTRIAL DYNAMICS

Anno immatricolazione	2019/2020
Anno offerta	2020/2021
Normativa	DM270
SSD	SECS-P/06 (ECONOMIA APPLICATA)
Dipartimento	DIPARTIMENTO DI SCIENZE ECONOMICHE E AZIENDALI
Corso di studio	INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP - MANAGEMENT INTERNAZIONALE E IMPRENDITORIALITÀ
Curriculum	Digital Management
Anno di corso	2°
Periodo didattico	Primo Semestre (28/09/2020 - 22/12/2020)
Crediti	6
Ore	44 ore di attività frontale
Lingua insegnamento	English
Tipo esame	SCRITTO E ORALE CONGIUNTI
Docente	FONTANA ROBERTO (titolare) - 6 CFU
Prerequisiti	Basic knowledge of Economics and Applied Industrial Organization
Obiettivi formativi	The main focus of the course will be the analysis of the growth and survival of industries and firms, an issue that is crucial to the growth of economies as a whole. To understand how industries develop and change, we need to understand how new or improved production methods and products are introduced. This course examines industrial change, beginning from the inception of an industry. Special attention is paid to the role of technology as an important driver of industrial competition.
Programma e contenuti	We will examine the entry, exit, and growth of firms in individual industrial markets, such as automobiles, tires, semiconductors, lasers, networking products, and computers. We will study how oligopolies form as a result of product variety, economies of scale, scope, advertising

	<p>and distribution. In so doing, we will also speculate about possible national policies and strategies for corporate success.</p> <p>Topics will include:</p> <p>Technological change and economic growth  Sources of invention: Small firms and innovative networks  Sources of invention: Big firms and streamlined structure, improvement efficiency  The evolution of new industries  Turnover of corporate leadership  Shakeouts  Alternative reasons for shakeouts and industry concentration  Product differentiation and market niches  Firm growth</p> <p>At the end of the course students will have learned:</p> <p>How firms evolve and compete in industries as a consequence of technological change  How to apply research tools to the analysis of real-life firms, markets and industries.</p>
<b>Metodi didattici</b>	<p>Each lecture will be based on specific topics linked to academic papers. Students are advised to read the paper in advance to be prepared to interact with the convenor during the class. At the end of the course students will be asked to make a group presentation of an academic paper</p>
<b>Testi di riferimento</b>	<p>No textbook is planned for the course.  For each lecture, required and optional readings will be based on published academic papers and will be specified in due course to students.</p>
<b>Modalità verifica apprendimento</b>	<p>Written exam at the end of the course (2/3) and class paper presentation (1/3)</p>
<b>Altre informazioni</b>	<p>Exam grade average: 27</p>
<b>Obiettivi Agenda 2030 per lo sviluppo sostenibile</b>	<p><a href="#">\$lbl_legenda_sviluppo_sostenibile</a></p>