



ECONOMICS OF INNOVATION AND INDUSTRIAL DYNAMICS

Enrollment year	2019/2020
Academic year	2020/2021
Regulations	DM270
Academic discipline	SECS-P/06 (APPLIED ECONOMICS)
Department	DEPARTMENT OF ECONOMICS AND MANAGEMENT
Course	INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP
Curriculum	Digital Management
Year of study	2°
Period	1st semester (28/09/2020 - 22/12/2020)
ECTS	6
Lesson hours	44 lesson hours
Language	English
Activity type	WRITTEN AND ORAL TEST
Teacher	FONTANA ROBERTO (titolare) - 6 ECTS
Prerequisites	Basic knowledge of Economics and Applied Industrial Organization
Learning outcomes	<p>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.</p>
Course contents	<p>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 and distribution. In so doing, we will also speculate about possible</p>

	<p>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>
Teaching methods	<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>
Reccomended or required readings	<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>
Assessment methods	<p>Written exam at the end of the course (2/3) and class paper presentation (1/3)</p>
Further information	<p>Exam grade average: 27</p>
Sustainable development goals - Agenda 2030	<p>\$Ibl legenda sviluppo sostenibile</p>