



UNIVERSITÀ DI PAVIA

Anno Accademico 2018/2019

ECONOMICS FOR THE DIGITAL SOCIETY

Anno immatricolazione	2018/2019
Anno offerta	2018/2019
Normativa	DM270
SSD	SECS-P/06 (ECONOMIA APPLICATA)
Dipartimento	DIPARTIMENTO DI INGEGNERIA INDUSTRIALE E DELL'INFORMAZIONE
Corso di studio	COMPUTER ENGINEERING
Curriculum	PERCORSO COMUNE
Anno di corso	1°
Periodo didattico	Secondo Semestre (06/03/2019 - 14/06/2019)
Crediti	6
Ore	45 ore di attività frontale
Lingua insegnamento	English
Tipo esame	SCRITTO E ORALE CONGIUNTI
Docente	FONTANA ROBERTO (titolare) - 6 CFU
Prerequisiti	Basic knowledge of economics.
Obiettivi formativi	<p>At the end of the course students will have learned:</p> <ul style="list-style-type: none">--The basic terminology necessary to discuss, in a consistent and precise manner, market structures, firms' strategies, and performance--How firms compete and elaborate strategies in the information economy--How to recognize specificities in the sources of competitiveness and their consequences for firms' performance--How to apply research tools to the analysis of real-life firms, markets and industries

Programma e contenuti	<p>The course will introduce the students to the main economic concepts necessary to interpret and understand the functioning of high-tech industries and markets. We will analyse the strategies used by firms to gain competitive advantages in hi-tech markets and their consequences for competition. Specific attention will be paid to innovation as a major source of economic competitive advantage and as a major determinant of changes in industry structure.</p> <p>Topics will include:</p> <ol style="list-style-type: none"> 1. Perfect and imperfect competition 2. Price competition 3. Entry, exit and strategic competition 4. Price discrimination 5. Product differentiation and versioning 6. Network effects 7. Lock-in effects 8. Competition through standard setting
Metodi didattici	Frontal lectures and group presentations.
Testi di riferimento	<p>The textbooks are:</p> <ol style="list-style-type: none"> 1. Cabral, L.M.B. "Introduction to Industrial Organization", MIT Press 2. Shapiro, C. and H.A. Varian "Information Rules: A Strategic Guide to the Network Economy", Harvard Business Review Press 3. Rohlfs, J.H. "Bandwagon Effects in High Technology Industries", MIT Press
Modalità verifica apprendimento	<p>The exam is split in two parts. One written exam on the entire program and a group work consisting in one paper presentation + one paper discussion.</p> <p>The group presentation is focussed on a specific paper about the history and the structural evolution of a specific industry.</p> <p>The final grade is the weighted sum of the exam (2/3) and the group presentation + discussion (1/3).</p>
Altre informazioni	==
Obiettivi Agenda 2030 per lo sviluppo sostenibile	\$Ibl legenda sviluppo sostenibile