COURSE OF STUDY Laurea Magistrale in Competizione Strategica e marketing Digitale

ACADEMIC YEAR *2023-2024*

ECONOMICS OF DIGITAL MARKET

General information	
Year of the course	*2023-2024*
Academic calendar (starting and ending date)	*I Semester*
Credits (CFU/ETCS):	*8*
SSD	*SECS-P01*
Language	*Italian*
Mode of attendance	*In presence*

Professor/ Lecturer	
Name and Surname	Raffaele Lagravinese
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Telephone	
Department and address	*Dipartimento di Economia e Finanza, Largo Abbazia Santa Scolastica*
Virtual room	
Office Hours (and modalities: e.g., by appointment, on line, etc.)	

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
200	*56*		*144*
CFU/ETCS			
8			

Learning Objectives	The course aims to provide the basic theoretical knowledge for the analysis of the economy of digital markets. At the end of the course the student acquires the knowledge of the main techno-economic and institutional elements that regulate digital markets, behavior that characterize consumer demand, supply by producers and the consequent diffusion processes generated in economic systems by their interaction.
Course prerequisites	Microeconomics

Teaching strategie	
Expected learning outcomes in terms of	The course aims to offer the student the main theoretical / methodological tools necessary for an understanding of the main elements that characterize digital markets, both from a qualitative and quantitative point of view.
Syllabus	

Content knowledge	The Digital Economy
	Information and Communication Technologies
	Convergence of Technologies and Services
	Digital Economy Ecosystem
	Digital Market Evolution
	Digital Goods and Services
	Production Models
	Value Creation Models and Competitive Strategy
	Network Effects
	Multisided Platforms
	Path Dependence
	Lock-In and Switching Costs
	Digital Monopolies and Oligopolies
	Mergers and Acquisitions Standards
	The Long Tail
	Digital Markets
	Digital Market Modeling
	Digital Business Models
	Big Data Economics
	Net Neutrality
	Digital Regulation
Texts and readings	Øverby, H., & Audestad, J. A. (2021). Introduction to digital economics: Foundations, business models and case studies. Springer Nature.
	Pepall, L., Richards, D. J., Norman G. e Calzolari, G., "Organizzazione Industriale" IV edizione, Mc Graw Hill Education.
	Belleflamme P. e Peitz M. (2021), The Economics of Platform, Cambridge University Press. Liberamente scaricabile: https://www.cambridge.org/core/books/economics-of-platforms/1465A930513786676D369128B0AF9D21
Notes, additional materials	
Repository	*Slides*

Assessment	
Assessment methods	*Project work/Written exam*
Assessment criteria	
Final exam and grading criteria	
Further information	
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