

## Programme of “ECONOMIA INDUSTRIALE” (Industrial Economics)

- Code:
- type of course unit (compulsory, optional): **COMPULSORY/OPTIONAL (DEPENDING ON THE STUDENT’S PLAN)**
- level of course unit (e.g. first, second or third cycle; sub-level if applicable): **second level**
- year of study (if applicable): **first year** semester: **second**

Number of ECTS credits: **9**

Workload: **225**

Teacher: **Marco Valente**

<b>1</b>	<b>Course objectives</b>	<p>THE COURSE CENTERS ON THE ANALYSIS OF MARKETS DEVELOPING AN ADVANCED AND ALTERNATIVE MICRO- TO MACRO-PERSPECTIVE TO ECONOMIC THEORY. THE COURSE CRITICISES THE CORE ASSUMPTIONS OF MAINSTREAM ECONOMICS, NAMELY PERFECT RATIONALITY, MARKET EQUILIBRIUM AND DIMINISHING MARGINAL RETURNS, AND REPLACING THEM WITH BOUNDED RATIONALITY, MARKET DYNAMICS AND TECHNOLOGICAL INNOVATION. THE COURSE IS BROADLY DIVIDED INTO SECTIONS:</p> <ul style="list-style-type: none"> <li>• INTRODUCTION AND ECONOMIC METHODOLOGY;</li> <li>• RATIONALITY;</li> <li>• CONSUMER AND DEMAND;</li> <li>• ORGANIZATION THEORY;</li> <li>• EVOLUTIONARY ECONOMICS AND ECONOMICS OF INNOVATION</li> <li>• MARKET LIFE CYCLE</li> <li>• FOCUS FINANCIAL MARKETS</li> </ul> <p>BESIDES THE THEORETICAL CONTENT, THE COURSE WILL PRESENT SEVERAL CASE STUDIES DISCUSSING THE IMPLICATIONS FOR ECONOMIC THEORY, MARKET ACTORS (E.G. FIRMS OR CONSUMERS) AND POLICY MAKERS/REGULATORS</p>
<b>2</b>	<b>Course content and Learning outcomes (Dublin descriptors)</b>	<p>TOPICS OF THE COURSE INCLUDE:</p> <ul style="list-style-type: none"> <li>• CRITICAL ASSESSMENT OF THE THEORY, AND PRESENTATION OF ALTERNATIVE APPROACHES</li> <li>• ANALYSIS OF THE GENERIC MARKET FUNCTIONING, CENTERED ON DYNAMICS AND INNOVATION</li> <li>• CASE STUDIES, DERIVED FROM SPECIALIZED NEWSPAPERS AND PUBLIC DEBATE</li> </ul> <p>DEEPENING IS MADE ON:</p> <ul style="list-style-type: none"> <li>• ANALYSIS OF DEMAND, ORGANIZATIONS AND MARKETS</li> <li>• INNOVATION</li> <li>• FINANCIAL MARKETS</li> </ul> <p>ON SUCCESSFUL COMPLETION OF THIS MODULE, THE STUDENT WILL BE ABLE TO INTERPRE CORRECTLY THE EVENTS TAKING PLACE IN MODERN MARKETS AND PROVIDE INSIGHTS ON THE POTENTIAL OUTCOMES OF DECISIONS BY ECONOMIC ACTORS.</p>
<b>3</b>	<b>Prerequisites and learning activities</b>	<p>PREREQUISITES</p> <p>THE COURSE IS HELD IN ITALIAN, THOUGH ENGLISH-SPEAKING STUDENTS ARE WELCOME, USING TEACHING MATERIAL IN ENGLISH.</p> <p>STUDENTS MUST HAVE SUCCESSFULLY COMPLETED AT LEAST THE UNDERGRADUATE COURSES OF MICROECONOMICS AND MACROECONOMICS.</p> <p>THE COURSE WILL BE MADE BY LESSONS AND CASE STUDY DISCUSSIONS.</p>
<b>4</b>	<b>Teaching methods and language</b>	<p>LANGUAGE: <b>ITALIAN</b></p> <p>STUDENTS WILL BE PROVIDED WITH A BASIC TEXTBOOK (PDF FORMAT), SLIDES ,VOICE RECORDINGS OF THE LESSONS (IN ITALIAN ONLY). ADDITIONALLY THE STUDENTS WILL RECEIVE THE SCIENTIFIC AND NEWS ARTICLES DISCUSSED DURING THE LECTURES.</p> <p>TALEB, N.N. 2007. <i>FOOLED BY RANDOMNESS. THE HIDDEN ROLE OF CHANCE IN LIFE AND IN THE MARKETS</i>. PENGUIN.</p> <p>TALEB, N.N. 2010. <i>THE BLACK SWAN. THE IMPACT OF THE HIGHLY IMPROBABLE</i>. NY: RANDOM HOUSE.</p>
<b>5</b>	<b>Assessment methods and criteria</b>	<p>INTERVIEW ON TWO-THREE TOPICS PRESENTED IN THE CLASS</p>