



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Ingegneria
ACADEMIC YEAR	2023/2024
BACHELOR'S DEGREE (BSC)	DIGITAL ENTERPRISE INNOVATION ENGINEERING
SUBJECT	DIGITAL MARKET ECONOMY
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50288-Ingegneria gestionale
CODE	23279
SCIENTIFIC SECTOR(S)	ING-IND/35
HEAD PROFESSOR(S)	BRUCCOLERI Professore Ordinario Univ. di PALERMO MANFREDI
OTHER PROFESSOR(S)	
CREDITS	9
INDIVIDUAL STUDY (Hrs)	144
COURSE ACTIVITY (Hrs)	81
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	

DOCENTE: Prof. MANFREDI BRUCCOLERI

PREREQUISITES	none
LEARNING OUTCOMES	<p>Knowledge and understanding: The student at the end of the course will have the knowledge about general economics and economic sciences, the positive and normative microeconomics, macroeconomics, the financial mathematical tools for the valuation of investments. She/he will be able to understand consumer choices, and the difference between long and short-term decisions of the producer, the formation of the demand and supply curves and the main market structures. She/he will know the main topics of macroeconomics such as measures of welfare and economic growth, the labor market, inflation and the economic cycle. The student will also be able to understand which variables affect rate of return on an investment or project and why.</p> <p>Applying knowledge and understanding: The student will be able to use the techniques for economic analysis to determine the conditions of equilibrium of a market, to see if the demand for a good is elastic or rigid, to evaluate the optimum volume for the supply, calculate the GDP, and evaluate if a given investment is convenient or not.</p> <p>Making judgements: The student will be able to interpret and comment on the aspects of microeconomics; also she/he will be able to gather and interpret the data necessary for the evaluation of investments.</p> <p>Communication skills The student will acquire the ability to communicate and express issues concerning the microeconomics and macroeconomics, and can hold conversations on topics related to business investments and projects.</p> <p>Learning skills The student will have learned the interactions between micro-economic issues and business issues. It will also have to learn to combine the sensitivity to the technological problems with the company's overall efficiency and achieving superior performance in terms of management.</p>
ASSESSMENT METHODS	<p>The assessment of knowledge, skills and application capabilities of the student is through conducting a written test evaluated in thirtieth. The final grade is the sum of the votes assigned to three exercises and six theoretical questions. The proper solution of each of the three exercises (two related to microeconomics, one to the measure and comparisons of investments) is worth 6 points (total for the two exercises is 18 points). The correct answer to each of the six questions is worth 2 points (total for the six questions 12 points). The six questions will cover all the topics covered in the course (supply, demand, elasticity, optimal production volume, economies of scale, market structures, macroeconomics, investment evaluations, measurements and comparisons).</p>
EDUCATIONAL OBJECTIVES	<p>The student will acquire knowledge about the market dynamics, the behavior of the consumer, the manufacturer's choices and will be able to make an economic and financial evaluation of investment alternatives. Another educational objective is to provide the student with the knowledge and skills needed to understand the macroeconomic dynamics in which every day businesses are operating. These knowledge base and skills related to economics, that are complementary to the more technical-scientific ones of the other subjects of the entire educational path, are essential to form the figure of the engineer who will enter the business and the entrepreneurship world once graduated.</p>
TEACHING METHODS	Frontal lessons. Classroom exercises. Self-assessment quiz
SUGGESTED BIBLIOGRAPHY	<ul style="list-style-type: none">•Dispense distribuite durante il corso;•Begg-Vernasca-Fischer-Dornbush, Economia, McGraw-Hill Education, 2014;•Sullivan-Wicks-Luxhoj, Economia Applicata all'ingegneria, Pearson Prentice Hall.

SYLLABUS

Hrs	Frontal teaching
2	Introduction to Economics and to Economics of Digital Markets
2	Economics and the economy
2	Demand, supply and the market
2	Elasticity of demand and supply
4	Consumer choice and demand decisions
4	Introducing supply decisions
4	Supply decisions in the short and long terms
6	Market structures

SYLLABUS

Hrs	Frontal teaching
6	The economics foundations of Digital Economy
4	Introduction to macroeconomics
4	Economic cycle and the GDP
4	Introduction to financial math. Interest rates. Present value of a single future payment. Discount factors.
4	Cash flow patterns and their present values. Evaluation of investments alternatives.
Hrs	Practice
3	Economics and the economy
3	Demand, supply and the market
3	Elasticity of demand and supply
3	Consumer choice and demand decisions
3	Introducing supply decisions
3	Supply decisions in the short and long terms
3	Market structures
3	Introduction to financial math. Interest rates. Present value of a single future payment. Discount factors.
3	Cash flow patterns and their present values. Evaluation of investments alternatives.
3	Simulation of 1st part of the exam
3	Simulation of the 2nd part of exam