

**COURSE OF STUDY** *Economics and Business Administration*
**ACADEMIC YEAR** 2024-2025

**ACADEMIC SUBJECT** *Economics of Networks and Digital Markets*

General information	
Year of the course	First Year, second year, third year - optional teaching
Academic calendar (starting and ending date)	II term (February 17 – May 30, 2025)
Credits (CFU/ETCS):	6
SSD	Applied Economics – SECS-P/06
Language	Italian
Mode of attendance	Attendance of the course is optional but recommended

Professor/ Lecturer	
Name and Surname	Claudia Capozza
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Telephone	
Department and address	Economics venue “Luigi Notarnicola” of the Ionian Department
Virtual room	Microsoft Teams (code: wdj7t5z)
Office Hours	During the class period, office hours take place on Monday 10.30 - 11.30 (subject to communication via email). Other days and/or times are also possible by arranging an appointment via email. During the period of suspension of lessons, office hours will be arranged by appointment. Tutoring also takes place online, via the Microsoft Teams platform, by arranging an appointment via email.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	48		102
CFU/ETCS			
6	6		

<b>Learning Objectives</b>	The course, taught in English, aims to provide the student with the knowledge necessary to understand the functioning of the network economy and digital markets. The analysis of the elements that characterize digital markets, with particular attention to two-sided markets, and the competitive dynamics of the companies operating in them will be discussed. The student will be provided with the useful tools to analyze the possible anti-competitive behaviors that characterize digital markets and the consequent intervention policies of public authorities.
<b>Course prerequisites</b>	Prerequisites: Economics (Istituzioni di Economia Politica)

<b>Teaching strategies</b>	Lectures with active student participation
<b>Expected learning outcomes in terms of</b>	

<b>Knowledge and understanding on:</b>	The Economics of Networks and Digital Markets course aims to provide students with analytical knowledge and tools useful for understanding and analyzing the functioning and the evolution of networks, digital markets and the strategic interactions between firms operating in these markets.
<b>Applying knowledge and understanding on:</b>	The student will be able to apply the main theories of industrial organization applied to networks and digital markets in order to analyze the behaviour and performance of firms and to identify their anti-competitive behavior within digital markets.
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices:</i> at the end of the course the student will be able <ul style="list-style-type: none"> <li>○ to independently evaluate the competitive dynamics of digital market and the strategic behaviour of companies</li> <li>○ to identify any critical issues relating to competitive dynamics</li> <li>○ to suggest policy solutions</li> </ul> </li> <li>• <i>Communicating knowledge and understanding:</i> at the end of the course the student will be able <ul style="list-style-type: none"> <li>○ to use the technical language with mastery</li> <li>○ to discuss appropriately the themes of Economics of Networks and Digital Markets</li> <li>○ to use graphical analysis to illustrate economic phenomena</li> </ul> </li> <li>• <i>Capacities to continue learning:</i> at the end of the course the student will be able <ul style="list-style-type: none"> <li>○ to recognize and illustrate the main features of digital markets</li> <li>○ to discuss ways of strategic interaction between companies</li> <li>○ to evaluate the implications in terms of welfare</li> </ul> </li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	<p>The Digital Economy: Information and Communication Technologies. Digital Economy Ecosystem, Digital Market Evolution and Digital Goods and Services. Production Models, Value Creation Models and Competitive Strategy. Network Effects and Multisided Platform. Lock-In and Switching Costs. Digital Monopolies and Oligopolies, Mergers and Acquisitions. Big Data Economics. Digital Regulation.</p>
<b>Texts and readings</b>	<p>Øverby H., &amp; Audestad J. A. (2021). Introduction to digital economics: Foundations, business models and case studies. Springer Nature. Belleflamme P. &amp; Peitz M. (2021). The Economics of Platform, Cambridge University Press.</p>
<b>Notes, additional materials</b>	Further reading will be indicated during the course.
<b>Repository</b>	
<b>Assessment</b>	
<b>Assessment methods</b>	Oral examination
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The student's ability to illustrate the functioning, the evolution of digital markets and company strategies with methodological rigour will be assessed.</li> </ul> </li> <li>• <i>Applying knowledge and understanding</i></li> </ul>

	<ul style="list-style-type: none"> <li>○ The student's ability to apply the main theories of industrial organization in the context of digital markets will be assessed.</li> <li>● <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ The student's ability to analyze, with independent judgement, the main themes of Economics of Networks and Digital Markets, by identifying the critical points and suggesting solutions, will be assessed.</li> </ul> </li> <li>● <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The student's ability to discuss the topics of Economics of Networks and Digital Markets with mastery of the technical language will be assessed.</li> </ul> </li> <li>● <i>Communication skills</i> <ul style="list-style-type: none"> <li>○ The student's ability to communicate clearly and effectively the main issues of Economics of Networks and Digital Markets will be assessed.</li> </ul> </li> <li>● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ The student's ability to analytically and graphically solve the main problems of the digital economy will be evaluated.</li> </ul> </li> </ul>
Final exam and grading criteria	Verification of learning takes place through an oral exam aimed at verifying the learning of the course contents. The final grade is awarded out of thirty. The exam is passed when the grade is greater than or equal to 18.
<b>Further information</b>	