

CORSO DI LAUREA: Innovative Technologies for Digital Communication

INSEGNAMENTO: Digital Economy and Marketing- modulo di Introduction to Economy

CFU: 6 CFU

EVENTUALE ARTICOLAZIONE IN MODULI: 6 CFU (Introduction to Economy), 6+3 CFU (Digital Marketing)

ANNO DI CORSO: 2nd

NOME DOCENTE: Silvia Dal Bianco

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ORARIO DI RICEVIMENTO: Bookable via email. Lecturer is also available for 30 minutes after the lecture on Wednesdays.

RISULTATI DI APPRENDIMENTO DELL'INSEGNAMENTO:

L'insegnamento ha l'obiettivo di far conseguire allo studente i seguenti risultati di apprendimento.

1. Con riferimento alla conoscenza e capacità di comprensione  
Analyze a wide variety of economic situations by identifying the decision maker(s) (including individuals, households, firms, communities, unions, governments, and central banks), their objectives, the action(s) they have to decide, the constraints they face (the feasible set) and the decision rule.
2. Con riferimento alla conoscenza e capacità di comprensione applicate  
Relate theoretical concepts to a range of applications in the real world. Use theoretical and graphic tools for answering economic questions
3. Con riferimento all'autonomia di giudizio  
Critically analyse economic issues, using established economics frameworks.
4. Con riferimento alle abilità comunicativa  
Confidently discuss and debate economic ideas with peers and lecturer.
5. Con riferimento all'abilità ad apprendere  
Show how competitive markets work from both consumers' and firms' perspectives. Critically analyse the role of governments in boosting efficiency.

## PROGRAMMA DETTAGLIATO

*Riportare i contenuti dell'insegnamento riportandone in maniera dettagliata gli argomenti.*

TOPIC
Topic 1: Affluence and income inequality
Topic 2: TECHNOLOGICAL CHANGE, POPULATION, AND GROWTH
Topic 3: SCARCITY, WORK, AND CHOICE
Topic 4: social interaction
Topic 5: PROPERTY AND POWER: MUTUAL GAINS AND CONFLICT
Topic 6: SUPPLY AND DEMAND: PRICE-TAKING AND COMPETITIVE MARKETS
Topic 7: MARKETS, EFFICIENCY, AND PUBLIC POLICY
Topic 8: inflation, unemployment and monetary policy

### EVENTUALI PROPEDEUTICITA' CONSIGLIATE

No prerequisites, this is an introductory course.

### MODALITA' DI SVOLGIMENTO DELL'ESAME

(Fermo restando che gli esami si svolgono tutti in presenza presso la sede di accreditamento del Corso di Laurea)

Attending students: 2 written test and a final exam

Non-Attending students: final exam only

## CRITERI DI VALUTAZIONE DELL'INSEGNAMENTO

Written tests are mainly theoretical-quantitative exercises that have correct answers. So that the marks follows the criterion of "correctness".

Final exam will assess students' understanding of course's topics as well as their ability to analyse real world situations with the economics tools learnt in the course.

## CRITERI DI ATTRIBUZIONE DEL VOTO FINALE

### WRITTEN TESTS: CORRECTEDNESS OF ANSWERS

Viva: ability to use the economics concepts learnt to explore, frame and critically analyse real-world situations.

## MATERIALE DIDATTICO

The course is based on "The Economy", the Core-Economics project main publication. The textbook is freely available online at the url reported below.

<b>References: CORE, The Economy</b>
<a href="https://www.core-econ.org/project/core-the-economy/">https://www.core-econ.org/project/core-the-economy/</a>
Unit 1
Unit 2
Unit 3
Unit 4
Unit 5, Unit 8
Unit 12, Unit 15



CONSIGLI DEL DOCENTE

None