

ANNEX 2 – COURSE DESCRIPTION

Course title	Business Economics				
Course code	MBA 630				
Course type	Compulsory				
Level	Master				
Year / Semester	2/1				
Teacher's name	Dr. Dario Pontiggia				
ECTS	6	Lectures / week		Laboratories / week	
Course purpose and objectives	MBA 630 is a compulsory course intended to provide students with a broad overview of business economics. The course will begin with the foundations that underlie all economics. It is divided into two broad divisions within economics: microeconomics, which looks at agents' behavior and their interactions in markets, and macroeconomics, which deals with broad trends of the economy that affect the business environment.				
Learning outcomes	<ul style="list-style-type: none">• Proficiency in advanced economic forecasting techniques and data analysis, contributing to informed decision-making in dynamic business environments.• Proficient application of quantitative methods to analyze economic data and derive meaningful insights for strategic planning.• Capability to take a leadership role in transforming business contexts by applying innovative and strategic approaches informed by economic principles• Skills in conducting in-depth market analysis and assessing competitive dynamics to formulate effective business strategies.• Comprehensive understanding of microeconomic and macroeconomic theories, enabling critical analysis and strategic decision-making.• Ability to provide decision support by applying economic models and tools to evaluate alternatives and assess potential outcomes.• Critical awareness of knowledge issues at the intersection of business economics and related fields, fostering a multidisciplinary approach...				
Prerequisites	None		Required		
Course content	<ul style="list-style-type: none">• The Economic and Business Environment• What Is Business Economics• Economics and Business Decision Making• The Business Environment• Microeconomics – The Market System• Supply and Demand: How Markets Work• Elasticity and Its Applications• Market Failure• Microeconomics – The Economics of Firms in Markets• Costs and Revenues in Production• Business Goals and Behaviour• Firm Behaviour and the Organization of Industry• Market Structures – Perfect Competition / Monopoly / Imperfect or Monopolistic Competition / Oligopoly				

	<ul style="list-style-type: none"> • Macroeconomics • The Macroeconomic Environment • Aggregate Demand and Aggregate Supply as a Model to describe the Economy • Government Economic Policy and the Effect on Business: Fiscal, Monetary and Supply-Side Policy • Global Business and Economics
Teaching methodology	E-learning
Bibliography	<p>Mankiw, N. G., Taylor, M. P., & Ashwin, A. (2019). Business Economics (3rd ed.). Publisher.</p> <p>Thomas, C., & Maurice, S. C. (2019). Managerial Economics: Foundations of Business Analysis and Strategy (13th ed.). Publisher.</p>
Assessment	<ul style="list-style-type: none"> • A presentation analyzing a specific business case from an economic standpoint, highlighting its implications on decision-making • Developing a report on a company's pricing strategy, analyzing elasticity and suggesting improvements • Analyze business's cost structure and recommend strategies for improving profitability • Analyze the impact of international economic events on specific industries or companies.
Language	English