



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Digital Economy

2021-2-F9101Q018-F9101Q019M

Aims

Contents

- The economic and technological factors that are at the heart of the digital revolution taking place in the economy;
- Examining the nature of information as an asset, and defining the laws that govern its behavior as an economic good;
- The clash between existing business models and new digitally enhanced and led business models emphasizing platforms and ecosystems;
- The competitive interactions among firms with different digital business models;
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- How the new digital ecosystems are shaping up;
- How to best organize and lead product and service innovation initiatives in the digital space and how to leverage on what you learnt to be successful in the professional world.

Detailed program

01/03/2021 (09.00–11.00)

Course Introduction

Prof. Roberto Masiero & Camilla Bellini

9.00 – 9.30 Course Presentation, Methodology, Projects, Assessment

9.30 – 11.00 Lectio Magistralis Prof. Carlo Alberto Carnevale Maffè: "Data is the new wealth - Economia e management dell'intelligenza ibrida"

03/03/2021 (11.30–13.30)

Lecture 1 – The Basics of (Digital) Economy (asynchronous lecture)

Prof. Roberto Masiero

- What is an investment?
- The balance sheets
- Tangible & Intangible Assets
- Current & Fixed Assets
- The Goodwill
- Case Studies

08/03/2021 (08.30–11.30)

Lecture 2 – Managing information as a strategic business asset (part 1)

Prof. Roberto Masiero

- Measuring the value of Information: an asset valuation approach
- Moody & Walsh - "7 Laws" governing the behaviour of the information as an economic good
- Max Boisot

- Varian & Shapiro
- Jeremy Rifkin

10/03/2021 (11.30–13.30)

Lecture 3– The Intangible Economy (Part 1)

Prof. Roberto Masiero

- The emergence of the intangible economy
- How to measure intangible investments
- The four S's of intangibles
- Scalability
- Sunkness
- Spillovers
- Synergies

15/03/2021 (8.30–10.30)

Lecture 4– The Intangible Economy (Part2)

Prof. Roberto Masiero

- Intangible assets and secular stagnation
- Intangible and the rise of inequality
- Intangible infrastructures
- Financing an intangible economy
- Managing and investing intangibles

17/03/2021 (11.30–13.30)

Lecture 5 – The Platform Economy (part 1)

Camilla Bellini

- Platforms Business models: Two basic Types
 - Platforms key components
 - Platforms and network effects (direct and indirect network effects)
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- Platforms vs pipelines

22/03/2021 (08.30–10.30)

Lecture 6 – The Platform Economy (part 2)

Camilla Bellini

- Architecture: Designing a successful platform
- Monetizing the network effects
- Factors affecting platforms
- The future of platform Revolution

24/03/2021 (11.30–13.30)

Lecture 7 – Digital Platforms and new ecosystems. The Sharing Economy

Prof. Roberto Masiero & Camilla Bellini

- Digital Platforms and new Ecosystems
- Building new digital Ecosystems
- The Sharing Economy

FUNDAMENTALS OF BUSINESS PLANNING (3 LECTURES)

29/03/2021 (08.30–10.30)

Lecture 8 - Designing innovative business with Business Model Canvas

Prof. Roberto Masiero & Matteo Fusco, Founder & CEO – Beople

- What is a business model?
- The Business Model Canvas (BMC)
- Mapping the BMC
- Methodology for building a BMC
- Case Studies

31/03/2021 (11.30–13.30)

Lecture 9 - Foundations of a sound business plan for the digital market

Prof. Roberto Masiero

- Revenue models
- Business KPIs
- The main mistakes to avoid

07/04/2021 (11.30–13.30)

Lecture 9 - Digital Innovation Canvas

Prof. Roberto Masiero & Camilla Bellini

- Course Recap
- Presentation of Business model innovation projects using the BMC by the Students

Prerequisites

Teaching form

Textbook and teaching resource

Reference Readings

- Jonathan Haskel and Stian Westlake – Capitalism without Capital – The Rise of the Intangible Economy. Princeton University Press, 2018
- Hal R. Varian, Josef Farrel, Carl Shapiro, "The Economics of Information Technology. An Introduction" (Raffaele Mattioli Lectures), Cambridge University Press, 2005
- Daniel Moody & Peter Walsh, "Measuring the value of Information: an asset valuation approach", ECIS 99, Copenhagen 1999 (available at <https://bit.ly/29JucLO>)
- Geoffrey G. Parker, Marshall W. Van Alstyne and Sangeet Paul Chodary, "Platform Revolution", W.W. Norton & Company Inc, New York, 2016
- Viktor Mayer-Schönbberger and Thomas Ramge, "Reinventing capitalism in the age of Big Data", John Murray Publishers, London 2018
- Eric A. Posner, E. Glen Weyl, "Radical Markets: Uprooting Capitalism and Democracy for a just society", Princeton University Press, 2018
- Alfonso Fuggetta, "La costruzione degli ecosistemi digitali", in "Digital Italy, Rapporto Annuale 2017", Maggioli Editore, 2017, pag. 194-199

Semester

Second Semester

Assessment method

Written Exam (if allowed by the University), or in alternative Oral exam

Furthermore, students may develop an **optional "Taking Home"** project, that will be evaluated from 0 to 3 additional points to the written or oral exam.

Students, in groups of 2/3 people, are expected to deliver the project one week before the exam.

- a Report, written either in English or in Italian, of no more than 5 pages , plus tables and figures
- a Powerpoint presentation

Possible project contents:

- In-depth discussion of one of the themes of the Lectures of the Course
- Discussion of one of the Papers proposed during the Course
- Development of a theme consistent with the contents and the objectives of the course.

An abstract of the Project must be approved in advance by Professor Roberto Masiero

Office hours
