

# DIGITAL MANAGEMENT (LB46)

(Lecce - Università degli Studi)

## Teaching PUBLIC POLICY AND THE DIGITAL ECONOMY

GenCod A005239

**Owner professor** Giampaolo ARACHI

**Teaching in italian** PUBLIC POLICY AND THE DIGITAL ECONOMY

**Teaching** PUBLIC POLICY AND THE DIGITAL ECONOMY

**SSD code** SECS-P/03

**Reference course** DIGITAL MANAGEMENT

**Course type** Laurea

**Credits** 6.0

**Teaching hours** Front activity hours: 36.0

**For enrolled in** 2018/2019

**Taught in** 2020/2021

**Course year** 3

**Language** ENGLISH

**Curriculum** ECONOMICO

**Location** Lecce

**Semester** First Semester

**Exam type** Oral

**Assessment** Final grade

**Course timetable**  
<https://easyroom.unisalento.it/Orario>

### BRIEF COURSE DESCRIPTION

This course aims at introducing the students with the main regulatory and taxation issues relate to the digital economy. A central question throughout the different topics will be whether business practices and contracts in a "digital economy" may depart from efficient behavior, and in which cases they may be beneficial or detrimental to society. Real cases which are specific to digital markets will also be analyzed.

Globalisation and digitalisation, together with concerns over corporate tax avoidance, have sparked an international debate about whether tax rules are fit for purpose. The issue of taxing the digital economy figures ever more prominently on policy agendas around the world, while the OECD is striving to reach international consensus on the matter. This course will introduce to the the key points in the debate and analyse the principles for effective and efficient taxation in the digital age.

### REQUIREMENTS

Principles of economics

### COURSE AIMS

#### **Knowledge and understanding**

Students will be able to understand the the main regulatory and taxation issues relate to the digital economy. I

#### **Applying-knowledge and understanding**

They will be able to understand the key issues in the international debate about whether tax rules are fit for purpose and to analyse the principles for effective and efficient taxation in the digital age.

#### **Making judgments**

They will be able to assess whether business practices and contracts in a "digital economy" depart from efficient behavior, and in which cases they may be beneficial or detrimental to society.

#### **Communication skills**

Students will be able to communicate their conclusions and the knowledge and the ultimate reasons that sustain them to both, specialized and non-specialized publics in a clear and unambiguous way.

#### **Learning skills**

Students will develop the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

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**TEACHING METHODOLOGY**

Traditional lectures

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**ASSESSMENT TYPE**

Written exam (this may change due to Covid restrictions)

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**FULL SYLLABUS**

Platform Competition

- Competition & Switching Costs
- Network Externalities.
- Pricing in Two Sides Markets.

Intellectual Property Rights

- Patents, copyrights, and trademarks
- R&D races
- Empirical tools related to IP
- Litigation cases

Taxe and the digital economy

- Basic principles of international tax law
- Transfer pricing
- International tax avoidance
- Unilateral and coordinated tax reforms

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**REFERENCE TEXT BOOKS**

There is no textbook. Lecture notes will be provided through [formazioneonline.unisalento.it](http://formazioneonline.unisalento.it)