

## **MASTER'S DEGREE IN ECONOMICS, MARKETS AND MANAGEMENT**

### ***Green Economy and Sustainability***

*An international master's degree entirely taught in English forming graduates who are qualified to assume managerial or consultant positions in the Green Economy sector*

Detailed information: **[www.eco.unife.it/en/teaching](http://www.eco.unife.it/en/teaching)**

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**Year 1**  
(from 2015-2016 academic year)

Course	Content
Theory of the firm and of the markets	Firms are an important component of most economic systems and a better understanding of their operation and of the reasons for their existence is necessary to better understand the economic activity. This should give the students an useful economic background for their working careers.
Industrial policy and sustainability:  <i>Industrial economics and policy-Economics of small and medium enterprises</i>	This is an advance course of industrial economics and policy comprising issues of strategies and competition, industry dynamics, competition policy, innovation policy and green industrial policy. Theoretical and empirical evidence will be discussed using real world cases of industries and firms. A specific module will be dedicated to SMEs, focusing particularly on issues related to clustering, firm creation and growth, and SME policy.
Strategic control and performance management	The subject provides students with an understanding of strategic management, and enabling them to apply tools to help an organization define its sustained competitive advantage. The linkage between organizational strategies and performance measurement tools is shown, too. A wide range of performance dimensions is considered such as the economic, individual, environmental, societal ones.
Organizational behavior and human resource management	The goal of the course is to provide the main conceptual tools that are necessary for the analysis of human resource management and organizational behavior in enterprises. The main topics are: motivation and decision making; leadership; group dynamics; human resource management policies.
Governance and accounting in SMEs	The course deals with the concept of corporate governance and in particular the way owners and managers can develop a consistent relationship in SMEs. A specific focus is devoted to the context of family firms. The second part of the course is devoted to the analysis of the accounting tools and methodology in order to support decision making, external reporting (Financial and non-financial) and control.
Quantitative methods for economics and statistics:  <i>Math methods for econ and business</i>  <i>Stat methods for econ and business</i>	The course aims to give a solid theoretical background in differential calculus in euclidean spaces in order to solve economic problems of optimization. Particular attention will be given to various applications (Data Envelopment Analysis).  The course deals with advanced statistical methods for complex problems related to business and economics. The teaching approach is application-oriented.
Econometric methods and models	The course aims at presenting basic econometric methods allowing to measure causal relations using real data. In particular, the course will focus on the linear regression model, its estimation and on the statistical inference on the parameters of interest. Some issues concerning econometric modeling will be discussed.

**Year 2**  
(from 2016-2017 academic year)

Course	Content
Environmental law and Intellectual property rights	This course presents intellectual property laws and environmental laws which aims at promoting environmental technological innovation from invention to commercialization.
Sustainability of public policy	The course aims to provide a wide overview of the fiscal tools that are necessary to ensure the stability of public finance. A specific focus will be put on the necessity of a careful coordination of the accounting rules between the European stability and growth pact and the Italian domestic stability pact in order to have a clear definition of the contribution of each Italian sub-national government to aggregate deficit.
Eco-Innovations, firm's performance and industrial dynamics	This course disentangles the complex linkages and relationships between innovation dynamics, market structure and the environment. The first module of the course studies how different types of market structure obstacle or favour innovation adoption, with a special focus on eco-innovation. The second module of the course will be more related to the economic effect of eco-innovation in terms of firm's performances and employment dynamics. Finally, the effect of Eco-Innovation on the environment will be shortly revised in the final module of the course. Several seminar lectures will provide real world applications taken from the energy sector and from recent innovation studies.
Environmental economics and the green economy	The course is an introduction to economics and policy perspective on environmental problems. How environmental policy should be efficiently designed is a main theme. Case studies and empirical evidence will cover climate change and waste, with a focus on eco innovation developed by firms and economic sectors.
<b>2 courses to be chosen among:</b>	
Economics of innovation	The objective of the course is twofold: 1) providing the students of a sound conceptual background on the main topics of the Economics of Innovation (e.g. systems of innovation, innovation policy evaluation, innovation and diffusion, measuring innovation); 2) illustrating the most recent advances in econometrics related to innovation topics.
Econometric techniques for policy evaluation	The course aims at presenting some intermediate econometric methods such as panel data and time series. In particular, the course will focus on the use of such methods to evaluate the effect of public policies.
Policies for sustainability and local development	The course analyses public policies aimed at achieving territorial and urban development, with particular reference to the following issues: integrated policies, environmental policies and sustainability, policies for local development, competitiveness policies (for eg., smart cities, creative cities, sustainable urban planning, etc.), policies for the protection and enhancement of historic and artistic assets.
The logic of decision making	The aim of this course is to provide students with an introduction to the logic of decision making. By attending this course students are expected to learn basic methods to analyze and solve decision problems under uncertainty. They are also expected to gain a theoretical grasp of the classical paradigm of economic rationality as maximization of expected utility.
Development and emerging markets:  <i>Development economics</i>	This course provides students with a complete and balanced introduction to the theory, driving policy issues, and latest research on the Economics of Development. A policy-oriented approach is taken, presenting theories on Economic Development in the context of contemporary international debates. During the course, case studies on selected topics will be presented and discussed with the goal of encouraging continue and active participation of all the students.
<i>Economics and business of emerging markets</i>	This course offers an overview on growth and development in the so-called Emerging Countries. The development strategies, the industrialization processes and the catching-up efforts are analyzed. Moreover, in a doing-business perspective, the present and the future of the economic relationships between some selected Emerging Countries and Italy will be discussed. Case studies will be presented to encourage continue and active participation of all the students.
Financial public economics	The course will provide theoretical and empirical tools, needed to address and search for adequate solutions to some relevant and current issues of public economics.