

Course Description - Winter 2024/2025

Title	Innovation in the digital era
Faculty	Business and Economics
Professor	Prof. Dr. Diego d'Andria
ECTS	5
Level	Bachelor
Requirements	-
Add. Information	Students have to take a comprehensive written in-class examination. They also receive an assigned paper to study, present and discuss in class.
Content	The course introduces students to the economics of innovation. They will be taught about the macroeconomic role of innovation as a driver for growth, how innovation shapes competition among enterprises via “creative destruction” in an evolutionary way, how the labour market for innovators work and what are the drivers for an individual commitment to innovation, about the role of intellectual property rights and about digital diffusion and transformation. Specific types of technologies and research and development (R&D) investment types will be discussed, particularly with respect to digital services and markets (e.g., blockchains).