

BACHELOR DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

SUBJECT DIGITAL ECONOMY

NUMBER OF CREDITS (ECTS)	6
YEAR/SEMESTER	4 th /1 st
LEARNING OUTCOMES	By the end of this course, the student will know the main concepts of the digital economy, selected electronic commerce business models, the basics of the cloud computing paradigm, the main institutions ruling the Internet, and selected digital analytic techniques together with their applications for business decision making and strategy design.
SYLLABUS	<p><u>Lectures:</u></p> <ol style="list-style-type: none"> 1. Preliminaries 2. Electronic Commerce models 3. Digital analytics and applied quantitative methods 4. Pricing strategies in the Digital Economy 5. Cloud computing: Infrastructure for the Digital Economy 6. Internet governance <p><u>Lab:</u></p> <ol style="list-style-type: none"> 1. Getting started with an e-commerce site 2. Promoting an e-commerce site 3. Excel for Business Analytics 4. Applied economics analytics (I) 5. Applied economics analytics (II) 6. Advanced business analytics tools <p><u>Project</u></p> <ol style="list-style-type: none"> 1. Introduction 2. Digital Business Model 3. Analytics Plan I 4. Analytics Plan II 5. Digital Infrastructure Plan 6. Financial Plan 6. Conclusions
ASSESSMENT	The course is graded taking into account three sources: project assignments (40%), lab deliverables (40%) and participation in class (20%).