

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Digital Economics			
2.	Code	EBU 210			
3.	Study programme	E-business			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of E-business			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 3 rd (winter semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Kalina Trenevaska Blagoeva, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <ol style="list-style-type: none"> 1. Understand the main characteristics of the digital economy and modern trends. 2. Get acquainted with the main components of the digital economy. 3. Understand value creation in the digital economy (platforming and economic value of data) as well as capturing value. 4. Understand information as an economic good, the economics of information goods and their features, prices and versions. 5. Understand the importance of network effects, lock-in and strategies in network markets. 6. Understand the ways in which digital technologies transform business and organizations. 7. Understand policies globally and especially the EU. 8. Be able to work in teams. 9. Apply the acquired knowledge in the analysis of new opportunities of the organizations in the country policies, strategies and digital entrepreneurship. 10. Get acquainted with the functions and characteristics of e-Government. 				
11.	Course content: The digital economy, its main components and trends will be explained. Attention will be paid to value creation and value capture, as well as cost analysis and pricing information and the substance and economic value of the data. The characteristics of products that are most suitable for online trading will be examined. Versions of information and information bundles are studied. Attention will be paid to lock-in, network effects, and strategies in network markets. The effects of digital transformation on organizations are considered, digital entrepreneurship, strategies and policies. Value measurement problems will be considered as well. The development of the concept of e-Government in the world and in the country will also be considered.				
12.	Learning methods: Interactive lectures, video presentations, guest speakers, case studies, directed discussions, individual or group papers, seminar projects, homework.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+15+90= 225 classes			
15.	Types of teaching activities	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.	Other types of activities	16.1.	Projects	30 classes	
		16.2.	Writing Assignments	15 classes	
		16.3	Homework	90 classes	

17.	Grading method: 80+10+10=100 points					
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)			80%	
	17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)			10%	
	17.3.	Attendance and class participations			10%	
17.4.				100%		
18.	Grading scale		less than 50 points	5 (five) (F)		
			from 51 to 60 points	6 (six) (E)		
			from 61 to 70 points	7 (seven) (D)		
			from 71 to 80 points	8 (eight) (C)		
			from 81 to 90 points	9 (nine) (B)		
			from 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam		Realized activities from points 15 and 16			
20.	Language		Macedonian (or English)			
21.	Evaluation method		Internal evaluation and survey			
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Harald Øverby, Jan A. Audestad	Digital Economics (textbook) Norwegian	University of Science and Technology (NTNU)	2018
		2.	Irene C.L.NG	Creating New Markets in the Digital Economy: Value and Worth	Cambridge University Press, UK	2014
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Carl Shapiro, Hal Varian	Information Rules	Harvard Business School Press	1999
		2.	UNCTAD	Digital Economy Report: Value creation and capture implications for developing counties	UN Publications	2019

