

## Syllabus

### Digital economy

Subjects:	<b>Digital economy</b>
Level of higher education:	<b>second (master's)</b>
Course page in Moodle:	<a href="https://dl.khadi.kharkov.ua/course/view.php?id=2675">https://dl.khadi.kharkov.ua/course/view.php?id=2675</a>
The scope of the educational component	<b>4 credits (120 hours)</b>
Final control form	<b>Test</b>
Consultations:	<b>on schedule</b>
Name of the department:	<b>Department of Economics and Entrepreneurship</b>
Language of teaching:	<b>English</b>
Course leader:	<b>Andrij Volodymyrovych Nepran, Candidate of Economic Sciences, Associate Professor</b>
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#### **Brief content of the educational component:**

The goal is to acquire theoretical knowledge, applied skills, and the ability to solve professional tasks that arise in various areas of the digital economy.

Subject: theoretical foundations of the digital economy, the essence of the key concepts of the digital economy - digital transformation, computerization, digitalization, informatization, automation, digitalization, Data mining, digital well-being, digital market, digital trends,

#### **The main tasks of studying an academic discipline are:**

- determination of key features and goals of the digital economy, analysis of the development of digital technologies, products, services in various areas of the digital economy;
- formation of e-commerce organization skills;
- determine the properties and determinants of electronic service quality; advantages and disadvantages of various methods of evaluating and measuring the quality of electronic commerce and other types of electronic services;
- identify trends and features of the formation of the intellectual capital of enterprises in the conditions of the development of the digital economy;
- substantiate the existing composition of the intellectual capital elements of a real enterprise;
- determine ways to strengthen and grow the intellectual capital of enterprises.

#### **Prerequisites for studying the educational component:**

Informatics. Economy and organization of innovative activity.

#### **Competencies acquired by the acquirer:**

##### **General competences:**

Ability to abstract thinking, analysis and synthesis

The ability to collect, analyze and process statistical data, scientific and analytical materials, which are necessary for solving complex economic problems, to draw reasonable conclusions based on them.

The ability to use modern information technologies, methods and techniques for the study of economic and social processes, adequate to the established research needs.

Ability to develop scenarios and strategies for the development of socio-economic systems.

## Learning outcomes according to the educational program:

Apply modern information technologies and specialized software in socio-economic research and in the management of socio-economic systems.

### Thematic plan

№ topics	Name of topics (LC, PL, IW)	Number of hours	
		ocular	extramural
1	2	3	4
1	LC. Modern information economy and its features	2	2
	PL. Information business as a direction of entrepreneurial activity	2	
	IW. Building an information business at the enterprise	11	13
2	LC. Information as the main resource	2	2
	PL. Types of information products and services	2	
	IW. Methods of obtaining and processing marketing information	11	13
3	LC. Personnel and education as key factors in the development of the digital economy	2	2
	PL. Study of the competitive environment in the labor market	2	
	IW. Structural restructuring of the economy of Ukraine	11	13
4	LC. Information modernization through digitization of Ukraine	2	2
	PL. The state of investments in the digital economy in Ukraine	2	
	IW. Information economy in the context of strategic priorities of the development of Ukraine	11	13
5	LC. Electronic business is an environment of entrepreneurial activity in the information economy	2	
	PL. Basics of e-commerce	2	2
	IW. Types of electronic commerce	11	13
6	LC. Marketing in the information economy	2	
	PL. Building a marketing information system	2	2
	IW. Principles of development and implementation of information systems	11	15
7	LC. Development of e-commerce as a component of digital business	2	
	PL. Internet marketing as the basis of E-commerce success	2	
	IW. Peculiarities of the development of electronic commerce in Ukraine	11	15
8	LC. Opportunities and main threats of digitization	2	
	PL. Positive impact of digitization	2	
	IW. The main threats and risks of digitalization	11	13
<b>In just one semester LC</b>		<b>16</b>	<b>8</b>
<b>In just one semester PL</b>		<b>16</b>	<b>4</b>
<b>In just one semester IW</b>		<b>88</b>	<b>108</b>
<b>ALL by discipline</b>		<b>120</b>	<b>120</b>

## Individual educational and research task (if available):

### Teaching methods:

- 1) verbal: 1.1 traditional: lectures, explanations, stories, etc.;
- 2) visual: method of illustrations, method of demonstrations
- 3) practical: 3.1 traditional: practical classes, seminars;

### Evaluation system and requirements:

#### Current performance

1 The current success of applicants for the performance of educational types of work in training sessions and for the performance of independent work tasks is evaluated using a four-point rating scale with subsequent transfer to a 100-point scale. During the evaluation of the current academic performance, all types of work provided by the educational program are taken into account.

1.1 Practical classes are evaluated by determining the quality of performance of specified tasks.

1.2 Independent work is evaluated by the quality of performance of a control or individual task, performance and design of practical work.

2 The current performance of higher education applicants is assessed at each practical session (laboratory or seminar) on a four-point scale ("5", "4", "3", "2") and entered in the journal of academic performance.

– "excellent": the winner mastered the theoretical material flawlessly, demonstrates deep knowledge of the relevant topic or academic discipline, the main provisions;

- "good": the applicant has mastered the theoretical material well, has the main aspects from primary sources and recommended literature, presents it in a reasoned way; has practical skills, expresses his thoughts on certain problems, but certain inaccuracies and errors are assumed in the logic of the presentation of theoretical content or in the analysis of practical ones;

- "satisfactory": the applicant has basically mastered the theoretical knowledge of the educational topic or discipline, orients himself in primary sources and recommended literature, but answers unconvincingly, confuses concepts, answers additional questions uncertainly, does not have stable knowledge; when answering questions of a practical nature, reveals inaccuracy in knowledge, does not know how to evaluate facts and phenomena, connect them with the future profession;

- "unsatisfactory": the applicant has not mastered the educational material of the topic (discipline), does not know scientific facts, definitions, hardly orients himself in primary sources and recommended literature, lacks scientific thinking, practical skills are not formed.

3 The final score for the current activity is recognized as the arithmetic mean sum of points for each lesson, for individual work, current control works according to the formula:

$$K^{nomou} = \frac{K1 + K2 + \dots + Kn}{n},$$

where  $K^{nomou}$  – final assessment of success based on the results of current control;

$K1, K2, \dots, Kn$  – assessment of the success of the current control measure;

$n$  – number of ongoing control measures.

Assessments are converted into points according to the calculation scale (table 1).

**Table 1 – Recalculation of the average grade for the current activity into a multi-point scale**

4- ballroom scale	100- ballroom scale	4- ballroom scale	100- ballroom scale	4- ballroom scale	100- ballroom scale	4- ballroom scale	100- ballroom scale
5	100	4,45	89	3,90	78	3,35	67
4,95	99	4,4	88	3,85	77	3,3	66
4,9	98	4,35	87	3,80	76	3,25	65
4,85	97	4,3	86	3,75	75	3,2	64
4,8	96	4,25	85	3,7	74	3,15	63
4,75	95	4,20	84	3,65	73	3,1	62
4,7	94	4,15	83	3,60	72	3,05	61
4,65	93	4,10	82	3,55	71	3	60
4,6	92	4,05	81	3,5	70	from 1,78 to 2,99	from 35 to 59
						repeated drafting	
4,55	91	4,00	80	3,45	69	from 0 до 1,77	from 0 до 34
4,5	90	3,95	79	3,4	68	repeated study	

### Final assessment

1 A student of higher education receives a credit in the last lesson in the discipline based on the results of the current assessment. The average score for the current activity is converted into points on a 100-point scale, according to the conversion table (table 1).

Applicants for higher education who have a current grade point average in the discipline lower than "3" (60 points) can increase their current grade by taking tests in the discipline in the last session.

Assessment of the knowledge of applicants through testing is carried out according to the following scale:

- "Excellent": at least 90% of correct answers;
- "Very good": from 82% to 89% of correct answers;
- "Good": from 74% to 81% of correct answers;
- "Satisfactory": from 67% to 73% of correct answers;
- "Satisfactory enough": from 60% to 66% of correct answers;
- "Unsatisfactory": less than 60% of correct answers.

2 The condition for obtaining credit is:

- making up for all missed classes;
- the average current grade in the discipline is not lower than "3" (60 points).

3 For performing individual independent work and participation in scientific events, additional points are awarded to the winners.

3.1 Additional points are added to the sum of points scored by the student of higher education for the current educational activity (for disciplines for which the final form of control is a credit), or to the final grade in the discipline for which the final form of control is an exam.

3.2 The number of additional points awarded for different types of individual tasks depends on their volume and importance:

- prizes in the discipline at the international / all-Ukrainian competition of scientific student works - 20 points;
- prize places in the discipline at the All-Ukrainian Olympiads - 20 points;
- participation in the international / all-Ukrainian competition of scientific student works - 15 points;
- participation in international / all-Ukrainian scientific conferences of students and

young scientists - 12 points;

- participation in all-Ukrainian Olympiads in the discipline - 10 points

- participation in Olympiads and scientific conferences of the Khnadu in the discipline - 5 points;

- performance of individual scientific and research (educational and research) tasks

of increased complexity - 5 points.

3.3 The number of additional points cannot exceed 20 points.

4 The learning result is evaluated (select is required):

- on a two-point scale (passed/failed) according to table 2;

- on a 100-point scale (for differentiated assessment) according to table 3.

The final grade together with additional points cannot exceed 100 points.

**Table 2 – Scale for transferring points to the national evaluation system**

On a 100-point scale	On a national scale
from 60 points to 100 points	counted
less than 60 points	not counted

**Table 3 – The scale for evaluating the knowledge of students based on the results of the final control of the academic discipline**

Score in points	Evaluation on a national scale		Evaluation according to the ECTS	
	examination	test	Rating	Criteria
<b>90-100</b>	<b>Perfectly</b>	<b>Enrolled</b>	<b>A</b>	The theoretical content of the course has been mastered in its entirety, without gaps, the necessary practical skills for working with the mastered material have been formed, all educational tasks provided for in the training program have been completed, the quality of their performance has been assessed with a number of points close to the maximum
<b>80–89</b>			<b>B</b>	The theoretical content of the course has been mastered in its entirety, without gaps, the necessary practical skills for working with the mastered material have mainly been formed, all educational tasks provided for by the training program have been completed, the quality of most of them has been assessed with a number of points close to the maximum
<b>75-79</b>	<b>Fine</b>	<b>Enrolled</b>	<b>C</b>	The theoretical content of the course has been mastered in its entirety, without gaps, some practical skills of working with the mastered material have not been formed enough, all educational tasks provided for by the training program have been completed, the quality of none of them has been assessed with a minimum number of points, some types of tasks have been completed with errors

Score in points	Evaluation on a national scale		Evaluation according to the ECTS	
	examination	test	Rating	Criteria
<b>67-74</b>	<b>Satisfactorily</b>		<b>D</b>	The theoretical content of the course is partially mastered, but the gaps are not of a significant nature, the necessary practical skills for working with the mastered material are basically formed, most of the educational tasks provided by the training program have been completed, some of the completed tasks may contain errors
<b>60-66</b>			<b>E</b>	The theoretical content of the course has been partially mastered, some practical work skills have not been formed, many educational tasks provided by the training program have not been completed, or the quality of some of them has been assessed with a number of points close to the minimum.
<b>35-59</b>	<b>Unsatisfactorily</b>	<b>Not counted</b>	<b>FX</b>	The theoretical content of the course has been partially mastered, the necessary practical work skills have not been formed, most of the prescribed training programs of educational tasks have not been completed, or the quality of their implementation has been assessed with a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the performance of educational tasks (with the possibility of retaking)
<b>0-34</b>			<b>F</b>	The theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed educational tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of the performance of educational tasks (with a mandatory repeat course).

**Course policy:**

- the course involves working in a team, the environment in the classroom is friendly, creative, open to constructive criticism;
- mastering the discipline involves mandatory attendance of lectures and practical classes, as well as independent work;

- independent work involves the study of individual topics of the academic discipline, which are presented in accordance with the program for independent study, or were considered briefly;

– all tasks provided by the program must be completed within the set time;

- if the student of higher education is absent from classes for a good reason, he presents the completed tasks during independent preparation and consultation of the teacher;

– while studying the course, students of higher education must adhere to the rules of academic integrity set forth in the following documents: "Rules of academic integrity of participants in the educational process of the Khnadu" ([https://www.khadi.kharkov.ua/fileadmin/P\\_Standart/pologeniya/stvnz\\_67\\_01\\_dobroch\\_1.pdf](https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_dobroch_1.pdf)), «Academic integrity. Checking the text of academic, scientific and qualification papers for plagiarism» ([https://www.khadi.kharkov.ua/fileadmin/P\\_Standart/pologeniya/stvnz\\_85\\_1\\_01.pdf](https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_85_1_01.pdf)), «Moral and ethical code of participants in the educational process of the Khnadu" ([https://www.khadi.kharkov.ua/fileadmin/P\\_Standart/pologeniya/stvnz\\_67\\_01\\_MEK\\_1.pdf](https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_MEK_1.pdf)).

– in case of detection of plagiarism, the applicant receives 0 points for the task and must repeat the tasks provided for in the syllabus;

- writing off during tests and exams is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing.

### **Recommended Books:**

1. Calvino, F., Criscuolo, C., Marcolin, L., & Squicciarini, M. (2018). A taxonomy of digital intensive sectors. Available: <https://doi.org/10.1787/f404736a-en>.

2. C. Hodgson, «The world's 2 billion unbanked, in 6 charts,». Available: <https://www.businessinsider.com/the-worlds-unbanked-population-in-6-charts-2017-8?r=UK>.

3. Market Map (2016)/, «Legal Tech Market Map: 50 Startups Disrupting The Legal Industry,» cbinsights.com. URL. Available: <https://www.cbinsights.com/research/legal-tech-market-map-company-list/>.

4. Service Futures, «12 trends affecting the future of public sector and public sector outsourcing,» Service Futures Powered by ISS, URL. Available: <https://www.servicefutures.com/12-trends-affecting-future-public-sector-public-sector-outsourcing>.

5. Mashey J. (2008) Big Data and the Next Wave of InfraStress John Mashey. URL: [http://static.usenix.org/event/usenix99/invited\\_talks/mashey.pdf](http://static.usenix.org/event/usenix99/invited_talks/mashey.pdf).

### **Additional sources:**

1. Distance course:

<https://dl.khadi.kharkov.ua/course/view.php?id=2675>.

1. OECD, «ST1 Micro-data Lab: Intellectual Property Database,» 2019. [Онлайновий]. URL: <http://oe.cd/ipstats> (date of application: 27.08.2022 p.).

2. The official website of the Ministry and the Committee for Digital Transformation of Ukraine. URL: <https://thedigital.gov.ua/> (date of application: 27.08.2022 p.).

3. UAFIK "Catalog of FinTech companies of Ukraine 2019" [Online]. URL: <https://map.FinTechua.org/> (дата звернення: 27.08.2022 p.).

4. «ROZETKA, «Brand" [Online]. URL: <http://style.rozetka.ua/2/>. (date of application: 27.08.2022 p.).

### **Developer:**

the syllabus of the academic discipline \_\_\_\_\_

Andrey Nepran

### **Head of the department**

**D.S. (Economics), Professor**

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Oksana Dmytriieva