

## COURSE PLAN

<b>Course title</b>	<b>Digital Economy</b>
<b>Aims of the course</b>	Introduce students to the principles of the digital economy, including digital markets, platforms, and the role of data as an economic asset. Encourage students to design innovative solutions or business ideas that capitalize on digital opportunities. Provide practical knowledge and skills for careers in digital industries
<b>Learning outcomes</b>	<p>Specific knowledge, skills and competencies that students need to have in the digital economy, and in particular:</p> <ul style="list-style-type: none"><li>- Articulate the fundamental principles of the digital economy, including digital markets, platforms, and the role of data in economic systems.</li><li>- Evaluate the impact of technologies such as AI, blockchain, cloud computing, and IoT on economic activities and business models,</li><li>- Identify and analyze digital business models, Apply Digital Tools,</li><li>- Prepare for Digital Careers</li></ul>
<b>List of topics/name of the lecturer (including visiting lecturers and experts where applicable)</b>	
<b>Week I</b>	Introduction to the Digital Economy, The Digital economy, Digital economy vs Traditional economy
<b>Week II</b>	Development of Digital economy – Digital market evolution
<b>Week III</b>	Infrastructure of the Digital Economy - ICT - Convergence of technologies and services, Digital Economy Ecosystem,

	Internet, cloud computing, 5G , Data centers, IoT, Blockchain, Cryptocurrency, edge computing, Artificial Intelligence
<b>Week IV</b>	Digital goods and services, production models, value creation models and competitive strategy
<b>Week V</b>	Digital market – structure and functioning, network effects, multisided platforms
<b>Week VI</b>	TEST I
<b>Week VII</b>	TEST I (retake)
<b>Week VIII</b>	Artificial Intelligence and Automation - How AI impacts productivity and employment
<b>Week IX</b>	Artificial Intelligence in education – visiting lecturer
<b>Week X</b>	Possibilities for applying High Performance Computing and Artificial Intelligence in the small and medium-sized enterprise sector – visiting lecturer
<b>Week XI</b>	Digital monopolies and oligopolies, mergers and acquisitions
<b>Week XII</b>	Regulation of digital market, role of government in the digital economy
<b>Week XIII</b>	Future trends
<b>Week XIV</b>	TEST II
<b>Week X</b>	TEST II (retake)
<b>Mandatory readings</b>	Introduction to Digital Economics

	Foundations, Business Models and Case Studies, Harald Øverby • Jan Arild Audestad, Springer 2021.
<b>Semestral assessment</b>	
<b>List of lecturers (academic)</b>	Prof. Dr. Vujica Lazović,  Dr. Sunčica Vuković  Stevan Djurdjić
<b>Name of the course coordinator</b>	Prof. Dr. Vujica Lazović
<b>List of visiting lecturers (experts), (where applicable)</b>	Prof. Dr. Ljubica Milanović (Faculty of Economics, University of Zagreb)  Mr Sanja Nikolić, (HPC National Competence Centre MNE)