



## Syllabus

### Digital global economy

**Degree of Higher Education – Master**

**Field of Knowledge – 07 “Management and administration”**

**Specialty – 073 “Management”**

**Educational and scientific program “International Management”**

**Year of study: I, Semester: II**

**Discipline of free choice**

**Number of credits: 5 Language: English**

### Lecturer

**Surname, name**

PhD., Associate Professor **Dluhopolska Tetiana**

**Contact information**

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### Description of the course

The study of the discipline "Digital Global Economy" is aimed at the formation of future specialists' knowledge in the field of organization and management of information business on an international level, in compliance with the norms of international law. "Digital Global Economy" provides theoretical and practical training to future specialists in the development of Industry 4.0, conducting electronic business and electronic commerce, the progress of the Internet of Things, marketing mechanisms for conducting information business, advertising activities for the promotion of goods and brands on an international level.

### Course structure

Topic	Learning outcomes	Tasks
1. The phenomenon of the global economy and the peculiarities of its development in the era of digitalization	To understand the basics of the global economy, the directions of its manifestation in the digital society, to be able to characterize the key stages of the development of the global economy.	Oral survey, tests
2. Driving forces of economic globalization and the paradoxical nature of global changes	To understand the factors and paradoxes of globalization and regionalization of the economy, the main causes of anti-globalism and alter-globalism.	Oral survey, tests
3. Key subjects of the development of the global	To be able to characterize the key subjects of the global economy using the example of global and	Cases, tests

economy and its indicators	TNCs, to analyze the main indices of globalization.	
4. International strategies of globalization	To understand the strategies of globalization in the modern world (unipolar, bi- and tripolar, polypolar) and evaluate the competitiveness of countries under the conditions of global changes.	Oral survey, tests
5. The fourth industrial revolution (Industry 4.0) and global digital trends	To be able to analyze the prerequisites and consequences of the development of Industry 4.0, as well as evaluate the digital trends of the 21st century.	Tasks, tests
6. The main components of the digital economy	To know the features of digitization of individual sectors of the economy and individual markets.	Oral survey, tests
7. The impact of digitization on global economic processes	To know the prerequisites and trends of the development of e-business and e-commerce, understand the basics of digitalization of the supply chain management process.	Tasks, tests
8. Marketing technologies under the conditions of the digital economy	To be able to evaluate the impact of digital marketing on the effectiveness of promoting products and brands, analyze the effectiveness of electronic advertising and electronic marketing.	Tasks, tests
9. Big Data for management decision-making	To understand the importance of Big Data for making management decisions, be able to apply the achievements of the Internet of Things and artificial intelligence in practice.	Tasks, tests
10. Technological possibilities of the digital global economy	To understand the role of cryptocurrency and blockchain technologies in the modern digital economy, the importance of smart contracts in the innovative development of the ecosystem.	Cases, tests
11. The current state of digitization and globalization in Ukraine	To understand the peculiarities of domestic digitization, its advantages and prospects for development under conditions of uncertainty and risks in the 21st century.	Cases, tests

### Literature

1. Cusumano, M.A., Gawe, A., Yoffie, D.B. (2019) The Business of Platforms: Strategy in the Age of Digital Competition, Innovation, and Power, 320 p.
2. Digital Economy and Society Index (DESI). Режим доступу: <https://ec.europa.eu/digital-single-market/en/desi>.
3. Networked Readiness Index (2020). <https://networkreadinessindex.org/nri-2020-countries>.
4. Глобальна економіка: Навч. посібник для підготовки здобувачів вищої освіти другого (магістерського) рівня усіх спеціальностей / С.І. Белей, С.В. Бойда, М.І. Колосінська. Чернівці: ЧНУ ім. Ю. Федьковича, 2020. 227 с.

5. Голобородько А.Ю., Гусєва О.Ю., Легомінова С.В. (2020). Цифрова економіка: Підручник. Київ: Видавництво ДУТ. 400 с.
6. Длугопольська Т.І., Гук Ю. (2021). Цифрова трансформація у сфері HR: напрями, проблеми та можливості. Причорноморські економічні студії. Вип.62. С.13-18.
7. Довгаль, О.В., Андрусів У.Я., Ткаліч О.В., Павленко О.С. (2019). Глобальна економіка: Навч. посіб. Івано-Франківськ: ФОП Супрун В.П. 262 с.
8. Липов В.В. (2018). Глобальна економіка: навчальний посібник. К.: Центр учбової літератури. 439 с.
9. Олешко Т.І., Касьянова Н.В., Смерічевський С.Ф. та ін. (2022). Цифрова економіка: Підручник. К.: НАУ. 200 с.
10. Решетило В.П. (2018). Глобальна економіка: навч. посібник. Харків: ХНУМГ ім. О. М. Бекетова. 167 с.
11. Цифрова економіка: тренди, ризики та соціальні детермінанти. Київ: Центр Разумкова, 2020. 274 с.

### Assessment Policy

**Deadline and retake policy:** Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

**Academic Integrity Policy:** write-offs during control work are prohibited (including using mobile devices).

**Visiting policy:** Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

### Evaluation

The final grade for the course is calculated as follows:

Credit module 1	Credit module 2	Credit module 3
30%	40%	30%
1. Oral survey (testing) at classes (1-4 topics) – (7-8) points per topic – max. 30 points. 2. Written control work – max. 70 points.	1. Oral survey (testing) at classes (5-11 topics) – (3-5) points per topic – max. 30 points. 2. Written control work – max. 70 points.	1. Preparing for individual task – max.40 points. 2. Defense individual task – max. 40 points. 3. Participation in trainings – max. 20 points.

Student evaluation scale:

<b>ECTS</b>	<b>Points</b>	<b>Meaning</b>
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course