



International Digital Economy	
Course number	2517 (International Management)
Lecturer	Prof. Dr. Georg Rainer Hofmann
ECTS	6 (5 ECTS for mercuri students)
Number of semester hours	4
Type	Compulsory Module
Duration	1 Term
Prerequisites	None
Type of exam	Research / Working paper and presentation International Digital Economy
Objectives	<p>In the module, the students will get acquainted to, knowing and understanding the important aspects of the "International Digital Economy". The students will get an insight in the complex – economically as well technically – digital processes, markets and working conditions. The students learn to work on a specific problem of the Digital Economy, analyse it and present the results of the work. The overall goal is, that the students will acquire the ability "to find their way" in the Digital Transformation.</p> <p>In the module, the following competencies will be acquired by the students: The students are able, to apply the expertise and knowledge to practical problems – regarding recent developments in the Digital Economy. The students are able to work on specific problems on their own by using the methods – as they have been rendered in the module. The students may communicate the elaborated contents of the module. The students are able to recognize their abilities as well as their intellectual limits. The students realize and understand, what are the effects and consequences of their acting in the Digital Economy.</p>
Content	<p>Lecture</p> <ul style="list-style-type: none"> • History, Macro-economics and taxonomy of the International Digital Economy • Internet Service Provision and Data Centers • E-Commerce • New Work • Internet-based Crime • Social and ethical questions, sustainability <p>Case Study</p> <ul style="list-style-type: none"> • The students work on a „Real Case“, which is coined by an international problem context. The case study will preferably be performed in co-operation with a well-reputed partner, acting as a client for the students' work.
International applicability	The international applicability is given "per se" – since a "national digital economy" does simply not exist at all.
Bibliography	<p>For the time being, there is no "established text book" in the field of the Digital Economy. As a relevant source, we may regard the archive of the dotmagazine. https://www.dotmagazine.online/issues</p> <p>More literature, however, will be provided, according to the cases which will be handled in the seminar and lecture.</p>
Forms of instruction	Lecture



Faculty of Business Administration and Law

	Research / Working paper/ Private study
Workload per Course Unit	<ul style="list-style-type: none">• Contact time 60h• Self-study 120h• Workload 180h
Language of instruction	English
Availability	Every winter term