

17-18

MÁSTER UNIVERSITARIO EN UNIÓN
EUROPEA

GUÍA DE ESTUDIO PÚBLICA



THE DIGITAL ECONOMY IN THE EU

CÓDIGO 26600097



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Nombre de la asignatura	THE DIGITAL ECONOMY IN THE EU
Código	26600097
Curso académico	2017/2018
Títulos en que se imparte	MÁSTER UNIVERSITARIO EN UNIÓN EUROPEA
Tipo	CONTENIDOS
Nº ETCS	5
Horas	125.0
Periodo	SEMESTRE 2
Idiomas en que se imparte	INGLÉS

PRESENTACIÓN Y CONTEXTUALIZACIÓN

The digital economy is developing rapidly worldwide. It is the single most important driver of innovation, competitiveness and growth, and it holds huge potential for European entrepreneurs and small and medium-sized enterprises (SMEs). Unfortunately, only two percent of European enterprises are currently taking full advantage of new digital opportunities. How European businesses adopt digital technologies will be a key determinant of their future growth.

These trends enable more than just technological innovation. They spur innovation in business models, business networking and the transfer of knowledge and access to international markets.

To acquire knowledge of the challenges of the new digital economy in the EU context is fundamental within the framework of the Official Master's Degree in European Union Studies. It is a basic premise to understanding how EU economy will evolve and how Member States, EU Institutions, EU enterprises and EU citizens take part in that process.

REQUISITOS Y/O RECOMENDACIONES PARA CURSAR ESTA ASIGNATURA

It is assumed that the natural background of the students will be a Business degree, Economics degree, Law Degree, a Political Science Degree or an Engineering degree if interested in the digital economy. Other Graduates are by no means excluded: any graduate truly interested in EU issues will fit into the course.

Previous knowledge of EU institutions, along with familiarity with EU affairs is an excellent starting point for the student to make the most of this subject.

EQUIPO DOCENTE

Nombre y Apellidos	JULIO NAVIO MARCO
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Departamento	ORGANIZACIÓN DE EMPRESAS



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HORARIO DE ATENCIÓN AL ESTUDIANTE

Although communication between students and the teaching staff will take place preferably on-line, guidance will be provided by the traditional system of academic service practiced by UNED.

In this regard, Dr. Julio Navío will be on duty on **Wednesdays from 16 p.m. to 20 p.m.** (Telephone. +34 91 398 6387). Students can send their e-mail to jnavio@cee.uned.es at any time.

COMPETENCIAS QUE ADQUIERE EL ESTUDIANTE

RESULTADOS DE APRENDIZAJE

Knowledge: Students are expected to acquire extensive and advanced knowledge of the EU digital economy. Familiarity with the EU policies and actions in this area, and specific understanding of the different business and sectors, specially the digital SME and its dynamics, digital entrepreneurship and the digitising the European industry. The Research and Innovation in the EU digital economy will be studied in depth, and also different aspect of the digital society.

Skills: Students are expected to develop their ability to find their way through the complex EU digital economy and build a personal framework to potentially participate in european digital business A crucial skills to be honed by students is the selection, usage and management of documentary sources and EC materials. Writing about EU business issues in a clear and concise manner is another skill this course is intended to reinforce.

Attitudes: Students are encouraged to have a positive attitude towards the inter-relation of the various aspects of the EU new businesses. An intellectual attitude that is both open and critical will be required to examine the institutional dimension of the problems currently faced by the EU economy. A good disposition towards autonomous work is essential to maximize the results of the course.

This combination of knowledge, skills and attitudes will prepare students for the task of understanding the complexities of the EU digital economy, providing them with the tools required to understand the challenges it faces and its possible evolution and development.



CONTENIDOS

METODOLOGÍA

Teaching and learning are to take place through well-tested methods of distance education as understood in open universities. Learning materials will be referred to or provided by the teaching staff through on-line channels. Acquisition of knowledge will take place through: 1) Reading the basic learning materials; 2) Research, guided by the teaching staff through on-line tutorials and 3) Use of information in situations and cases presented by the teaching staff.

PROGRAMME OF WORK:

Reading texts and documents: 30 hours

Search and study of other basic and supplementary material : 30 hours

Intervention in the virtual course : 30 hours

Development of an essay: 60 hours

ACTIVITIES

It is recommended to fulfill the activities' deadlines included in the work schedule

Exercise I will allow to practice the contents from Module I &II

Exercise II will allow to practice the contents from Module III &IV

The essay will research on a topic that will be suggested at the end of module IV

The objective of these activities is to check if the concepts and methods of each unit have been properly understood

The practical information will be updated in the virtual classroom as soon as the course starts

SISTEMA DE EVALUACIÓN

BIBLIOGRAFÍA BÁSICA

EC documents, EC publications and EC and enterprises' reports will be the basic material to review.

All the material will be available through ALF platform



BIBLIOGRAFÍA COMPLEMENTARIA

Academic Journals are important tools for the students of this course. They will be necessary to enhance views and deepen knowledge. Familiarity with this type of academic, specialized literature is required if students are to move beyond handbooks and official documents towards high-quality sources. Selected articles will be provided as samples

RECURSOS DE APOYO Y WEBGRAFÍA

On-line course: The course will be conducted on-line. On-line tutorials will be the basic form of interaction between students and the teaching staff. Access to learning materials, submission of essays and other documents, and communication between course participants will take place through the specific on-line channel designed and maintained for the course.

IGUALDAD DE GÉNERO

En coherencia con el valor asumido de la igualdad de género, todas las denominaciones que en esta Guía hacen referencia a órganos de gobierno unipersonales, de representación, o miembros de la comunidad universitaria y se efectúan en género masculino, cuando no hayan sido sustituido por términos genéricos, se entenderán hechas indistintamente en género femenino o masculino, según el sexo del titular que los desempeñe.

