

# THE EUROPEAN DIGITAL MARKET

Curso 2016/2017

(Código: 26600114)

## 1. PRESENTACIÓN

On the European digital single market announcement by president Juncker, it is said that: *The internet and digital technologies are transforming our world. But existing barriers online mean citizens miss out on goods and services, internet companies and start-ups have their horizons limited, and businesses and governments cannot fully benefit from digital tools. It's time to make the EU's single market fit for the digital age – tearing down regulatory walls and moving from 28 national markets to a single one. This could contribute €415 billion per year to our economy and create hundreds of thousands of new jobs.*

Consistent with this discourse, *creating the conditions for a vibrant digital economy and society* is one of the key priorities in the agenda of the European Commission. It is not too much to expect that it will be placed at the top of the annual work programme for a number of years.

Therefore, to gain an –even elementary– knowledge of the status and functioning of digital markets becomes a necessity for anyone interested in researching the European economy. This challenge calls for a comprehensive and multidisciplinary approach. The activity of the agents operating in digital markets is influenced by a number of different regulations and policies, global economic forces, technological developments, and social changes. Even without being required to be an expert in all these fields, it is an unavoidable step to perform a general assessment on how these factors are determining the development of European digital markets. This course aims to provide a basic understanding of these issues.

## 2. CONTEXTUALIZACIÓN

"The European Digital Market" is an optional course included in the second semester of the Economics/Politics speciality of the Máster Universitario en Unión Europea at Universidad Nacional de Educación a Distancia.

Through passing the course, 5 ECTS are awarded.

## 3. REQUISITOS PREVIOS RECOMENDABLES

To be in possession of all the qualifications required to gain access to the Master.

Obviously, fluency in English.

## 4. RESULTADOS DE APRENDIZAJE

It is not the intention of this course to provide a comprehensive and fully detailed view of all issues that could be addressed in the context of the European digital market. Its aim is that students acquire basic knowledge of essential concepts and are able to apply them to the understanding and analysis of market conditions and trends.

Having said that, students who completed the course must be able to:

- Understand the basic rules that govern the structure and dynamics of digital markets
- Apply theoretical knowledge gathered to practical situations
- Be familiar with the European policy-making in this area



- Critically reflect upon the pros and cons of the various regulatory frameworks developed in order to boost digital markets
- Write a theoretical and practical essay on the topic

## 5. CONTENIDOS DE LA ASIGNATURA

The course is structured as follows:

Module 1. The progress of the European digital economy

Subject 1. What are we talking about? The ecosystem of a digital market

Subject 2. Facts and figures of the European digital market

Subject 3. European policies for the development of an information society

Module 2. Digital markets basics

Subject 4. Business models for digital services and online platforms

Subject 5. A (personal) data-driven economy

Subject 6. Innovation on the digital economy

Module 3. The European context

Subject 7. Telecommunications market and regulation

Subject 8. Online content and intellectual property

Subject 9. Trust and security in digital services

Subject 10. The barriers to the digital single market

## 6. EQUIPO DOCENTE

- [JOSE LUIS GOMEZ BARROSO](#)
- [SERGIO RAMOS VILLAVERDE](#)

## 7. METODOLOGÍA

The distance learning methodology will be used. An online course will be accessed through Campus UNED at <http://www.uned.es>

The course places emphasis on online discussions and self-paced learning. For each specific subject described in "Contents", a virtual forum where participants can share additional information or engage in a exchange of views will be available. Participation in these forums is compulsory.

Additionally, students must submit a writing assignment before completing the course.

## 8. BIBLIOGRAFÍA BÁSICA

Comentarios y anexos:



There is no single textbook.

The documents used as learning materials (mainly articles, reports, or conference papers) will be made available to the students in the virtual classroom.

## 9.BIBLIOGRAFÍA COMPLEMENTARIA

Comentarios y anexos:

Likewise, additional reading –with which to increase understanding of particular topics– could also be suggested again in the virtual classroom.

## 10.RECURSOS DE APOYO AL ESTUDIO

## 11.TUTORIZACIÓN Y SEGUIMIENTO

There are not *profesores tutores*. Teachers will supervise the participation in the forums of the virtual classroom; they will as well moderate them.

## 12.EVALUACIÓN DE LOS APRENDIZAJES

No assessment test is required. The final grade is obtained from the participation in the virtual classroom (weighted with 25%) and the writing assessment (weighted with 75%)

As for the participation in forums, the timeliness and quality of interventions –and not just the total number of posts– will be taken into consideration and valued.

As for the writing assessment, it is recalled that it is a first research work. This means that a excessively loose approach to the issue is not valid, and that hypotheses have to be well-founded on data and sources with scientific significance. It is most important to strictly select bibliography; very particularly, the information found on webpages not coming from a reliable source shall be discarded. Selected references should provide an overview of the topic as well as guidance on how to adress the problem which is proposed for study. Copying and pasting is not, obviously, admissible: plagiarism –furthermore easily discernible– would be severely penalised.

## 13.COLABORADORES DOCENTES

Véase equipo docente.

