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MÁSTER UNIVERSITARIO EN UNIÓN EUROPEA

GUÍA DE ESTUDIO PÚBLICA



THE DIGITAL ECONOMY IN THE EU

CÓDIGO 26600097

UNED

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Nombre de la asignatura	THE DIGITAL ECONOMY IN THE EU
Código	26600097
Curso académico	2020/2021
Título 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.

Two billion people are currently connected to the internet and by 2016, this number will exceed 3 billion –almost half of the world’s population.

Businesses that fail to get digitally connected will become excluded from the global market.

The huge potential of the digital economy is underexploited in Europe, with 41% of enterprises being non-digital, and only two percent taking full advantage of digital opportunities. New digital opportunities create new business opportunities. Now that youth unemployment has risen to over 20% in the EU (and to over 55% in Spain and Greece), the growth prospects offered by the digital economy in Europe are promising.

Other regions of the world are already ahead of the game. The digital economy now contributes up to eight percent of the GDP of the G-20 major economies, powering growth and creating jobs. Over the last five years, the development of mobile applications alone has created nearly 500 000 new jobs in the US, implying strong employment growth prospects. That type of growth is not seen across the EU. It is estimated that 1.5 million additional jobs could be created in the EU digital economy if it mirrors the performance of the US or Sweden.

Although many EU entrepreneurs are already leveraging digital technologies to create successful businesses and significant economic impact, that number could be increased. This is especially true given that European small businesses grow two to three times faster, and create new jobs when they embrace digital technologies. With the aid of technology, small businesses can also go global from day one, reaching overseas markets and talented

potential employees.
Just engaging with customers online seems to create growth: figures have shown that SMEs from many countries that have actively engaged with consumers on the internet have experienced sales growth rates that are up to 22 percentage points higher over three years than those companies in countries with low or no internet presence. By not taking full advantage of digital technologies, EU businesses miss out on the chance to expand and create jobs. It is estimated that if all EU countries mirrored the performance of the USA or the best-performing EU countries, 400,000 to 1.5 million new jobs could be created in the EU internet economy.
New technologies also hold potential for the manufacturing industries. The digitization of manufacturing can transform the entire industry, offering prospects for the re-location of industry in Europe. The digital economy will reach EUR 3.2 trillion in the G-20 economies and already contributes up to eight per cent of GDP, powering growth and creating jobs. In addition, over 75% of the value added created by the Internet is in traditional industries, due to higher productivity gains.
The course will have a theoretical and a practical dimension. The study of the framework, actions and perspectives of the EU in the digital economy will be supplemented with a view of the concrete and practical enterprise actions and how to be, as company or citizen, been involved in the digital economy explosion. Specific approaches to each business area/sector will be followed by a study of their own dynamics.
This subject is targeted to actual or future professionals with a diversity of profiles: EU business professionals, entrepreneurs, law experts, EU civil servants, National or Regional civil servants dealing with EU issues, etc. It can also be useful to managers and decision-makers working for all kind of enterprises, political organizations and private or public companies.
Finally, special regard will be paid to students interested in conducting research on EU business, digital economy and innovation.

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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Facultad	FAC.CIENCIAS ECONÓMICAS Y EMPRESARIALES
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 15 p.m. to 19 p.m.** (Telephone. +34 91 398 6383). Students can send their e-mail to jnavio@cee.uned.es at any time.

COMPETENCIAS QUE ADQUIERE EL ESTUDIANTE

COMPETENCIAS BÁSICAS Y GENERALES:
CG04 - Gestión de los procesos de comunicación e información. Expresión y comunicación eficaces a través de distintos medios y con distinto tipo de interlocutores a través de un uso eficaz de las herramientas y recursos de la Sociedad del Conocimiento (competencia en el uso de las TIC; en la búsqueda de información relevante; en la gestión y organización de la información; en la recolección de datos, el manejo de bases de datos y su presentación).
CG05 - Trabajo en equipo desarrollando distinto tipo de funciones o roles como Habilidad para coordinarse con el trabajo de otros; habilidad para negociar de forma Eficaz; habilidad para la mediación y resolución de conflictos; habilidad para coordinar grupos de trabajo o liderazgo (en el marco del aprendizaje)
CB6 - Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación
CB7 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio
CB8 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada,

incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios
CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades
CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
COMPETENCIAS ESPECÍFICAS:
CE01 - Trabajar en contextos multidisciplinares que son los propios del ámbito de la Unión Europea y resolver problemas en dicho ámbito.
CE02 - Dominar los instrumentos de regulación y ordenación de la Unión Europea en contextos profesionales y académicos.
CE03 - Identificar normas y documentos dentro del sistema jurídico-político resultante de la integración de los ordenamientos jurídicos de los Estados Miembros y de la Unión Europea
CE04 - Encontrar, analizar y aplicar la legislación emanada de las diferentes instituciones y órganos de la Unión Europea, así como la de los Estados Miembros que se refiera o esté implicada en el sistema europeo.
CE14 - Analizar la economía de la Unión Europea interrelacionando todos sus aspectos

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 potencially 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

CONTENTS

The content is structured as following:

Module 1. Introduction to the digital economy in the EU

Module 2. The digital SME in the EU
Subject 2.1. Situation and perspectives
Subject 2.2 EASME and other digital initiatives
Subject 2.3 Digital Entrepreneurship

Module 3. Digitising the European industry

Module 4. Research and Innovation in the digital economy

Module 5 The digital society in the digital Europe
Subject 5.1. eHealth and Ageing
Subject 5.2. Smart Living and digital citizenship
Subject 5.3 Digital Public Services
Subject 5.4 The digital content industry &audiovisual

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: 25 hours
Search and study of other basic and supplementary material : 25 hours
Intervention in the virtual course : 25 hours
Development of an essay: 50 hours

ACTIVITIES
It is recommended to fulfill the activities´ deadlines included in the work schedule
Exercice I will allow to practice the contents from Module I &II
Exercice 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

TIPO DE PRUEBA PRESENCIAL

Tipo de examen: No hay prueba presencial

CARACTERÍSTICAS DE LA PRUEBA PRESENCIAL Y/O LOS TRABAJOS

Requiere Presencialidad: No

Descripción

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

Criterios de evaluación

Assessment of the work submitted by students will take place on-line, through a system of continuous assessment. The final grade will be the result of value the participation in forums and short papers (exercises) with 30% and the mark of the final work with 70 %.

Ponderación de la prueba presencial y/o los trabajos en la nota final

Fecha aproximada de entrega

Comentarios y observaciones

PRUEBAS DE EVALUACIÓN CONTINUA (PEC)

¿Hay PEC?: No

Descripción

Criterios de evaluación

Ponderación de la PEC en la nota final

Fecha aproximada de entrega

Comentarios y observaciones

OTRAS ACTIVIDADES EVALUABLES

¿Hay otra/s actividad/es evaluable/s?: No

Descripción

Criterios de evaluación

Ponderación en la nota final
Fecha aproximada de entrega
Comentarios y observaciones

¿CÓMO SE OBTIENE LA NOTA FINAL?

Assessment of the work submitted by students will take place on-line, through a system of continuous assessment. The final grade will be the result of value the participation in forums and short papers (exercises) with 30% and the mark of the final work with 70 %.

BIBLIOGRAFÍA BÁSICA

EC documents, EC publications and EC and enterprises´ reports will 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 se hayan sustituido por términos genéricos, se entenderán hechas indistintamente en género femenino o masculino, según el sexo del titular que los desempeñe.