

17-18

MÁSTER UNIVERSITARIO EN UNIÓN
EUROPEA

GUÍA DE ESTUDIO PÚBLICA



THE EUROPEAN DIGITAL MARKET

CÓDIGO 26600114



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ÍNDICE

PRESENTACIÓN Y CONTEXTUALIZACIÓN	
REQUISITOS Y/O RECOMENDACIONES PARA CURSAR ESTA ASIGNATURA	
EQUIPO DOCENTE	
HORARIO DE ATENCIÓN AL ESTUDIANTE	
COMPETENCIAS QUE ADQUIERE EL ESTUDIANTE	
RESULTADOS DE APRENDIZAJE	
CONTENIDOS	
METODOLOGÍA	
SISTEMA DE EVALUACIÓN	
BIBLIOGRAFÍA BÁSICA	
BIBLIOGRAFÍA COMPLEMENTARIA	
RECURSOS DE APOYO Y WEBGRAFÍA	



Nombre de la asignatura	THE EUROPEAN DIGITAL MARKET
Código	26600114
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

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.

REQUISITOS Y/O RECOMENDACIONES PARA CURSAR ESTA ASIGNATURA

To be in possession of all the qualifications required to gain access to the Master.
Obviously, fluency in English.

EQUIPO DOCENTE

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HORARIO DE ATENCIÓN AL ESTUDIANTE

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

COMPETENCIAS QUE ADQUIERE EL ESTUDIANTE

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

CONTENIDOS

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.



SISTEMA DE EVALUACIÓN

BIBLIOGRAFÍA BÁSICA

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.

BIBLIOGRAFÍA COMPLEMENTARIA

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

RECURSOS DE APOYO Y WEBGRAFÍA

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.

