



**DIGITAL ECONOMICS**

<b>Credit points</b>	3 CP		
<b>Study course annotation</b>	<p>Recently electronic technologies have begun to penetrate all areas of human activity. They have a direct impact on the economy, breaking down old and creating new structural elements in it. As a result of these processes, a new science emerged - digital economy. It has become a subsystem of the traditional economy with active use of digital technologies. The level of development of the digital economy is very important for the competitiveness of any country. The educational tool very briefly outlines the most important issues of the digital economy, reflects the main terms and indicators for evaluating effectiveness of digital business, touches on the topic of e-commerce security.</p> <p><b>Keywords:</b> digital economy, e-commerce, marketing budget, crowdsourcing, crowdfunding.</p>		
<b>Aim of the study course</b>	To form an in-depth understanding of the problems of modern economic processes in the world, strengthening promotion of scientific excellence and research at the BIA and in business management and digital economy at Latvia level.		
<b>Results of the Study course</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Competences</b>
	At the bachelor's level, knows, understands, constructively and critically evaluates and applies the most current theories and findings, manages methods in business management and digital economy.	Students - by critically analyzing, differentiating, classifying, synthesizing, comparing, are able to innovatively solve the tasks of business management and digital economy sector.	Students independently develop a new, creative understanding of existing knowledge, create and justify new approaches, develop original work, contributing to expansion of boundaries of knowledge in an interdisciplinary perspective, and also consider application of this knowledge in practice in the field of business management and digital economy.
<b>Course content</b>	<b>Topics</b>		
	1	Industry 4.0	
	2	Artificial Intelligence	
	3	BIG data, automation, cloud technologies	
	4	Digital infrastructure	
	5	Blockchain technology (Blockchain)	
	6	The price of digitization	
	7	Fintech companies	
	8	Examples of digitization	
	9	Practical work	
<b>Form of assessment:</b>	Exam		



**Mandatory reading: Surmačs, A. (2021). Digital economy BIA, Rīga.**

**Additional Literature:**

1. Glazhev, S. Yu. *Velikaya tsifrovaya revolyutsiya: vyzovy i perspektivy dlya ekonomiki XXI veka* [The Great Digital Revolution: Challenges and Prospects for the Economy of the XXI Century]. Retrieved from <https://www.glazev.ru/articles/6-jekonomika/54923-velikaja-tsifrovaja-revoljutsija-vyzovy-i-perspektivy-dlja-jekonomiki-i-veka> [in Russian].
2. Kazakov, V., Lapidus, L., Svetlov I. (2016). *Intellektualnyie resursyi sferyi uslug v epohu elektronnoy ekonomiki* [RISK. Intellectual resources of the service sector in the era of electronic economy: Resources, Information, Supply, Competition]. [in Russian].
3. Karr, N (2014). *Intellektualnyie resursyi sferyi uslug v epohu elektronnoy ekonomiki* [The Big Switch. Rewiring the World, from Edison to Google, translated from English]. M: Mann, Ivanov & Ferber [in Russian].
4. Lapidus, L.V. (2018). *Tsifrovaya ekonomika: upravlenie elektronnyim biznesom i elektronnoy kommertsiey: monografiya* [Digital economy: management of electronic business and electronic commerce: monograph]. M: INFRA-M [in Russian].
5. Eymor, D. (2001). *Elektronnyiy biznes: revolyutsiya i ili evolyutsiya* [The E-business (R)evolution]. M: Vilyams [in Russian].

**Other sources of information:**

1. Chaffey D. E-business and e-commerce management- strategy, implementation and practice.- 5th ed.-Pearson Education, 2011.
2. Laudon K. E-Commerce\ K.Laudon, C.Traver.-10th ed.-2014.

During the study process, changes and additions to the program and to the list of literature are possible