



EFFECTUS
University of Applied Sciences



Erasmus+

**Professional Undergraduate Study - Finance and Business Law
Syllabus**

Digital Economy and Entrepreneurship

This syllabus informs students about the content of the course " Digital Economy and Entrepreneurship" the teaching methodology, student obligations, and the exam format.

1. Basic Course Information Course Objectives

Students are expected to develop:

a) General Competencies

- Understand the meaning and importance of the digital economy for individuals and society as a whole, as well as for markets and businesses
- Distinguish between the micro- and macroeconomic implications for business when implementing digital strategies
- Apply knowledge of ethical principles when planning digital transformations

b) Specific Competencies

- Evaluate the impact of risks on business during digital transformation
- Critically assess the relationships between criterion and predictor variables in risk assessment and recognize the importance of controlling set variables in the measurement process
- Identify positive and negative factors of selected strategies for managing information and IT assets
- Apply acquired knowledge and skills to improve and implement information security management systems in overcoming business challenges

2. Learning Outcomes

Learning outcomes represent the knowledge, skills, and competencies acquired by the student upon fulfilling the course requirements and passing the exam in Digital Economy and Entrepreneurship. After completing the course, students will be able to:

- (1) Break down the fundamental principles of the nature of general digitalization and the processes underlying it.
- (2) Explain the importance of the core principles of the digital economy and their interrelationship.
- (3) Interpret the dynamics of introducing digital transformation and information security management systems through their developmental stages.
- (4) Analyze risks related to information assets and assess their impact on business operations.

- (5) Propose valid and reliable risk assessment (measurement) instruments for the needs of a specific business organization.
- (6) Establish guidelines for business improvement using international norms and standards related to quality management and information and IT security.

(1) Duration and Delivery Method

The course *Digital Economy and Entrepreneurship* is a mandatory course and carries 6 ECTS credits. The classes are conducted as a combination of lectures and exercises. Classes are scheduled according to the timetable published in the digital student portal and on the school notice board. The total duration is 60 hours, consisting of 30 hours of lectures and 30 hours of exercises.

(2) Instructors and Communication Methods

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(3) Literature and Other Sources

Mandatory Literature

Ivanković, Ž. (2018) *Free: Introduction to the Political Economy of the Digital Age*, Zagreb: Jesenski i Turk

Spremić, M. (2017): *Digital Business Transformation*, Zagreb: University of Zagreb, Faculty of Economics

Supplementary Literature

Humble, J.; Molesky, J.; O'Reilly, B. (2015) *Lean Enterprise*, Sebastopol: O'Reilly Media

Landoll, D.J. (2016) *Information Security Policies, Procedures and Standards: A Practitioner's Reference*, Boca Raton: Taylor and Francis Group

Oswald, G.; Kleinemeier, M. (2017) *Shaping the Digital Enterprise: Trends and Use Cases in Digital Innovation and Transformation*, Cham: Springer International Publishing Switzerland

Perkin, N.; Abraham, P. (2017) *Building the Agile Business through Digital Transformation*, New York: Kogan Page

Pfeffermann, N.; Gould, J. (2017) *Strategy and Communication for Innovation: Integrative Perspectives on Innovation in the Digital Economy*, 3rd ed., Cham: Springer International Publishing Switzerland

Rogers, D.L. (2018) *The Digital Transformation Playbook*, New York: Columbia University Press

Ustundag, A.; Cevikcan, E. (2018) *Industry 4.0: Managing The Digital Transformation*, Cham: Springer International Publishing Switzerland

Vom Brocke, J.; Mendling, J. (2018) *Business Process Management Cases: Digital Innovation and Business Transformation in Practice*, Cham: Springer International Publishing Switzerland

Westerman, G.; Bonnet, D.; McAfee, A. (2014) *Leading Digital: Turning Technology Into Business Transformation*, Boston, Massachusetts: Harvard Business Review Press

(4) Code of Conduct

In addition to general rules of proper behavior, students are expected to:

- Actively and attentively follow the lessons
- Arrive to class on time, prepared, and with the necessary materials

During written exams:

- Students may only have writing materials and an identification document with them. No other personal belongings are allowed, especially mobile phones.
- Leaving the room is not permitted.
- Communication with other students in any form is not allowed.

Students and lecturers are also expected to adhere to ethical principles, which require compliance with the following instructions: In order to maintain a high standard of quality and the school's reputation, we would like to emphasize the school's official position on misconduct during exams.

The use of unauthorized materials (cheat sheets) during exams, as well as any form of communication between students, is prohibited and ethically unacceptable. Lecturers are expected to sanction such behavior. To prevent this, students must be reminded before each exam that cheating will not be tolerated. Measures should be taken to prevent cheating, such as instructing students to leave their personal belongings in designated areas (coat racks), spreading students apart, etc. During exams, the use of mobile phones is strictly prohibited, even for calculations! Students must identify themselves with their student ID card during the exam.

If students engage in unacceptable behavior, the materials they used for cheating must be confiscated, the exam must be taken away and annulled, and the student's name and surname recorded.

Lecturers are expected to ensure that exam grades reflect the students' actual knowledge, not their cleverness, as their competencies will ultimately be assessed by the job market, which is crucial for maintaining the school's reputation.

(5) Activity Calendar

Classes

Classes are held according to the academic year activity calendar, which is published on the School's website, in the digital student service system, and on the notice board.

Deadlines and Submission of Seminar and Other Papers

Seminar papers and other assignments are to be submitted during the class of the subject lecturer or course leader, or during consultation hours.

(6) Tips and Recommendations for Students

As an additional form of support for mastering the material, students are advised to attend consultations at times that will be specified later.

We especially want to emphasize the necessity of continuous independent work, as this will allow you to meet the relatively high exam criteria by taking full advantage of this teaching concept. The material is such that failure to keep up with the ongoing content can seriously hinder a student's ability to follow the further course of instruction. Difficulties in following

the material may lead to demotivation and, ultimately, various undesirable outcomes. Therefore, we suggest a serious approach from the very beginning and throughout the entire course.

In case of any uncertainties, problems, or unforeseen situations, we recommend contacting the lecturer and course leader in a timely manner.