

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Assoc. Prof. Dr. Sc. Vjeran Bušelić	
Name of the College	Digital economy and entrepreneurship	
Study program	Professional Undergraduate Study – Finance and Business Law	
Status of the College	Mandatory	
Code	DE-25	
Year	Year 2	
Point value and method of teaching	ECTS Student Workload Coefficient	6
	Number of hours (P+H+S)	30+30+0

DESCRIPTION OF THE COLLEGE
1.1. <i>Objectives of the course</i>
Students are expected to develop: (a) general competences. - understand the meaning and significance of the digital economy for the individual and society as a whole, as well as the market and businesses - Differentiate between new economic models and ways of creating value - understand the significance and role of digital transformation of companies (A) Specific competencies. - Recognize the role and disruptiveness of information technology, as well as the consequent socio-economic changes - Critically assess the relationship between the traditional and digital economies

- recognize and apply the recommendations of the direction and architecture of the digital transformation of the company
- clearly identify the key factors of each company in the market
- Recognize the opportunities and dangers of the business environment of an entrepreneurial venture

1.2. *Requirements for enrolment in the course*

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1.3. *Expected learning outcomes for the course*

Students should be able to:

1. Recognize the significance of the Industrial Revolution 4.0, and explain the consequent trends and impact on business, economy, labor relations, society and individuals.
2. Explain the basic concepts of the digital economy, characterize digital goods and services, and recognize and clarify the dominant models of business value creation in the digital economy.
3. Know the basic definitions of digital business transformation terms and key recommendations for its implementation in the business environment.
4. Identify the mission, vision and goal of one's own or given entrepreneurial activity and prepare the business canvas of that case.
5. Analyze the external socio-political and industrial environment for one's own or given entrepreneurial venture.
6. Choose an appropriate method of financing entrepreneurial activity and develop appropriate supporting documentation.

1.4. *The content of the course*

Industry 4.0

Industry 4.0 and its impact on the economy and society

Digital Economy

Digital goods and services

Value Creation Models

Multilateral platforms

The Disruption of Economic Models

Business Model Canvas

Digital transformation of the business

The Steps of Digital Transformation Designing a digital organization Entrepreneurship Mission, vision and goals PESTLE Analysis Analysis of the environment and industry Business canvas of the selected case Strategy & Execution SWOT analysis and strategy. People and organization management Resource and financial management Preparation of pitch plan and/or documentation		
1.5. Types of teaching (put X)	☒ Lectures ☐ Seminars and workshops ☒ Exercises ☐ Distance education ☐ Field Teaching	☐ Independent tasks ☐ Multimedia & Network ☐ Laboratory ☐ mentoring work ☐ other _____
1.6. Obligations of students		
<i>Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are:</i> <i>ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum commitments are;</i> <i>Full-time students must attend at least 70% of the total number of classes to be eligible to sign.</i> <i>Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.</i>		

EXAM: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*

WRITTEN EXAM: *the student is required to take a written exam that verifies the acquisition of theoretical knowledge related to the course. The questions also test the ability to identify, explain and relate key concepts, as well as appropriate argumentation.*

**CONTINUOUS ASSESSMENT: In order to improve the effective progress of students in teaching, continuous examinations (2 intermediate exams) are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

1.7. Monitoring of student work (add X with the appropriate form of monitoring)

Attendance	x	Teaching activity	x	Term paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Design		Continuous assessment*		Paper		Practical work	
Portfolio							

1.8. Assessment and evaluation of students' work during classes and at the final exam

Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences.

Allocation of points according to the forms of student work monitoring:

	Attendance	Written exam	Design	Term paper	Practical work	Total
I1		16				16
I2		16				16
I3		16				16
I4		16				16
I5		16				16
I6		16				16
OUT OF THE BOX	4					4

TOTAL

4

96

100

Linking learning outcomes, teaching methods and methods of assessment of knowledge:

FORMS OF TRACKING	NAME OF LEARNING OUTCOMES	TEACHING METHOD	METHOD OF ASSESSMENT KNOWLEDGE	Maximum number of rating points
Written exam	OUTCOME 1 Recognize the significance of the Industrial Revolution 4.0, and explain the consequent trends and impact on business, economy, labor relations, society and individuals.	Lecture	Simple recall tasks to which an answer is sought that demonstrates the identification and definition of key terms, their connection and appropriate argumentation. They can include problem questions and tasks that need to be argued.	48
		Asking questions Discussion		
	OUTCOME 2 Explain the basic concepts of the digital economy, characterize digital goods and services, and identify and clarify the dominant models of business value creation in the digital economy.	Lecture	Simple recall tasks to which an answer is sought that demonstrates the identification and definition of key terms, their connection and appropriate argumentation. They can include problem questions and tasks that need to be argued.	
		Asking questions Discussion		
	OUTCOME 3 Know the basic definitions of digital business transformation terms and key recommendations for its implementation in the business environment.	Lecture	Simple recall tasks to which an answer is sought that demonstrates the identification and definition of key terms, their connection and appropriate argumentation. They can include problem questions and tasks that need to be argued.	
		Asking questions Discussion		

Written exam	OUTCOME 4 Clearly identify the mission, vision and goal of one's own or given entrepreneurial activity and prepare a business canvas for that case.	Lecture	Essay-problem questions to which an answer is sought that demonstrates the identification and definition of key concepts, their connection and corresponding arguments of a higher degree of complexity. They can include problem questions and tasks that need to be argued.	48
		Asking questions Discussion		
	OUTCOME 5 Analyze the external socio-political and industrial environment for one's own or given entrepreneurial venture.	Lectures	Essay-problem questions to which an answer is sought that demonstrates the identification and definition of key concepts, their connection and corresponding arguments of a higher degree of complexity. They can include problem questions and tasks that need to be argued.	
		Asking questions Discussion		
	OUTCOME 6 Choose an appropriate method of financing entrepreneurial activity and develop appropriate supporting documentation.	Lecture	Essay-problem questions to which an answer is sought that demonstrates the identification and definition of key concepts, their connection and corresponding arguments of a higher degree of complexity. They can include problem questions and tasks that need to be argued.	
		Asking questions Discussion		
Attendance	All outcomes	Lectures and exercises	Attendance records	4
	TOTAL POINTS			100

Type of student workload	Hours of student workload	ECTS credits
Attending face-to-face classes	60	2
Field trips/visits outside the college		
Independent study/research	30	1
Out-of-classroom preparation and preparation of seminars/presentations		
Work on an out-of-classroom project assignment	15	0.5
Independent preparation for exams and exam time	60	2
Consultation activities	15	0.5
Other		
TOTAL ECTS credits	180	6

JUDGING:

In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes. A student may receive an additional four points if (i) attends classes more than 80% for full-time students and (ii) attends classes more than 55% for part-time students.

Grades are calculated based on the following distribution of points:

NUMBER OF POINTS	RATING

0,00 – 53,90	<i>Insufficient (1)</i>
54,00 – 64,90	<i>Sufficient (2)</i>
65,00 – 79,90	<i>Good (3)</i>
80,00 – 89,90	<i>Very Good (4)</i>
90.00 and more	<i>Excellent (5)</i>

The evaluation is carried out in a transparent manner by collecting points. The course is valued with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity by which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is an additional number of points to the total number of points achieved according to the learning outcomes.

Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.

1.9. Required literature and number of copies in relation to the number of students currently attending classes in the course

	<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
1.	Ivanković, Ž. (2018) Free: Introduction to the Political Economy of the Digital Age, Zagreb: Jesenski and Turk	5* *students receive compulsory literature in permanent ownership	100

2.	Spremić, M. (2017): Digital Transformation of Business, Zagreb: University of Zagreb, Faculty of Economics and Business		
1.10. <i>Supplementary literature</i> - Thomas H. Byers, Richard C. Dorf, Andrew J. Nelson (2015) Technological Entrepreneurship: From Idea to Company, Zagreb: Polytechnic of Applied Sciences - Schwab, Klaus (2017) The Fourth Industrial Revolution. Currency - IBM Institute for Business Value (2015) Digital transformation: Creating new business models where digital meets physical - Ross, Jeanne W et.al. (2016), Designing digital organizations, MIT Sloan School of Management - Overby, Harald. Audestad, Jan A. Digital (2018) Economics: How Information and Communication Technology is Shaping Markets, Businesses, and Innovation. CreateSpace Independent Publishing Platform - Raskino, Mark. Waller, Graham. (2016) Digital to the Core: Remastering Leadership for Your Industry, Your Enterprise, and Yourself. Bibliomotion			
1.11. <i>Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences</i> • <i>statistical processing and analysis of exam results (verification of the Gaussian curve – normal distribution of performance, comparison and monitoring of exam results of different generations, analysis of understanding of individual modules/questions on the exam, etc.),</i> • <i>conducting a survey among students,</i> • <i>evaluation and self-evaluation of teachers,</i> • <i>achieved results, level of understanding and knowledge during the preparation of the seminar paper,</i> • <i>the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),</i> • <i>analysis of the reports of the head of the quality center, and</i> • <i>Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.</i>			

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