Module Title	The Digital Economy
Course Title	BSc (Hons) Economics
	BSc (Hons) Economics [Finance pathway]
	BSc (Hons) Economics [Business Strategy pathway]
	BA (Hons) Business Management programmes
School	☐ ASC ☐ ACI ☐ BEA ☒ BUS ☐ ENG ☐ HSC ☐ LSS
Division	Accounting, Finance and Economics
Parent Course (if applicable)	
Level	5
Module Code (showing level)	AFE_5_TDE
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	Contact hours: 60
	Student managed learning hours: 140
	Placement hours: N/A
Pre-requisite Learning	Finance and the Economy
Co-requisites	none
Excluded combinations	none
Module co-ordinator	Name: tbc

	Email: tbc
Short Description **(max. 100 words)**	This module offers an excursion into the digital economy and novel types of industries and businesses arising within. It introduces students to the key drivers, which are currently transforming various industries, such as artificial intelligence and automation of the production process. The module will include examples of the UN SDG on Industry Innovation & Infrastructure.
Aims	The module aims to equip students with an understanding of the changing digital environment and trends in digitalisation, which define current economic developments. It aims to develop understanding of how the gig economy operates and how business uses digitalisation for increased innovation and competitiveness. It further aims to raise awareness of the regulatory challenges these recent trends impose.
Learning Outcomes **(4 to 6 outcomes)**	By the end of the module, students will be able to: • Assess the factors that give rise to automation and robotics and understand how they are changing industries • Analyse how artificial intelligence creates business opportunities • Evaluate the rise of the gig economy and its role in transforming the service industry • Show awareness of the importance of e-commerce and digital trade in transforming international business
Employability	The module develops necessary skills for students in order to be able to operate in dynamically changing digitalised industries. Students will be able to transfer their knowledge to adapt to any future changes and trends in digitalisation of the economy.
Teaching and learning pattern	Contact hours includes the following: (please click on the checkboxes as appropriate) √ Lectures ☐ Group Work: ☒ Seminars ☐ Tutorial: ☐ Laboratory ☐ Workshops ☐ Practical ☐ VLE Activities
Indicative content	1. The gig economy and the service industry 2. E-business and apps 3. Digital infrastructure and digital business models

	4. Internal transformation within organisations 5. E-commerce 6. Cashless society 7. The internet: digital trade, cloud computing and the service industry 8. Market innovation: IoT and AI 9. Digital security 10. Digitalisation of the production process: Automation and robotics
Assessment method **(Please give details – of components, weightings, sequence of components, final component)**	Formative assessment: • In-class discussions and questioning • Practice presentation focussing on improving presentation skills Summative assessment: 100% coursework divided into two sub components: 1. 50% 20-minute group presentation 2. 50% individual report (2,000 words)
Resit assessment	Summative assessment: Individual report answering questions which cover a range of topics on the module
Indicative Sources *(Reading lists)*	Core materials: 1. Boccia, F. and Leonardi, R., 2016. The Challenge of the Digital Economy. *Markets, Taxation and Appropriate Economic Models*. Palgrave MacMillan. Optional reading: 1. UNCTAD, 2019. *Digital Economy Report 2019*. UNCTAD. 2. Elder-Vass, D., 2016. Profit and gift in the digital economy. Cambridge University Press. 3. Graham, M. ed., 2019. *Digital economies at global margins*. MIT Press.
Other Learning Resources	