

THE WORLD ECONOMY IN THE CONTEXT OF DIGITAL TECHNOLOGY DEVELOPMENT

Credit Value: 5 credits¹

Lecturer: Barsegyan Manan Davitovna

A. Course outline

The course “The world economy in the context of digital technology development” aims at the formation of the following skills and knowledge:

- knowledge of the essence and main elements of the world economy, including the global trade, finance, labour markets;
- ability to analyze and process the data collected on the Internet to prepare an effective strategy for the company's development in a digital environment;
- knowledge of the basic concepts, categories, infrastructure, strategies of the digital economy, directions of digitalization of the economy of foreign countries and Russia.

B. Textbooks

1. Digital Economy Report 2024. Geneva: UNCTAD, 2024. URL: https://unctad.org/system/files/official-document/der2024_en.pdf
2. The global economy. Economics of countries and regions: a textbook for academic baccalaureate / V.P.Kolesov [et al.]; edited by V.P.Kolesov, M.N. Osmova. — M.: Publishing House Yurait, 2020. — 519 p. — Series: Bachelor. Academic course. Series: Bachelor. Academic course.
3. World Development Report 2024: Main Messages. Geneva: UNCTAD, 2024. URL: <https://www.worldbank.org/en/publication/wdr2024/brief/world-development-report-2024-main-messages>
4. Zubenko V.V. World economy and international economic relations: textbook / V.V. Zubenko, V.A. Zubenko. Moscow: KNORUS, 2021. — 318 p. — (Bachelor's degree). ISBN 978-5-406-05147-4

C. Assessment details

The final grade consists of:

Types of assessment tools	Score
Case-study	45 (15x3)
Business game "Development of a company's digital strategy"	60 (30x2)
Test "Support policy of the development and implementation of digital technologies in the EU countries"	30
The author's case	55
Oral exam	60

Grade	Minimum score	Maximum score
<i>Excellent</i>	212,5	250
<i>Good</i>	162,5	212
<i>Satisfactory</i>	100	162
<i>Unsatisfactory</i>	0	99

¹ 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

Typical tasks and other materials necessary to assess the learning outcomes:

— Case study: "The role of digital technologies in ensuring the business success of a global company"

By selecting one of the recommended business case studies (case study) in consultation with the teacher, students answer the following questions::

1. What are the main activities of the company/ country in the global market?
2. What is the policy of the company/ country in the field of digital technology implementation?
3. Is it possible to talk about the existence of a digital transformation strategy?
4. What benefits are expected from the introduction of digital technologies in the company/country?
5. Are the efforts of a company/country in the digital sphere sufficient to increase its global competitiveness?
6. What foreign practices can be recommended for adaptation in Russia, adjusted for differences in the legal system and the organization of public administration?
7. Which foreign practices are so specific that they cannot be replicated in Russia?

Depending on the complexity of the case being studied (small/large company / country; work in one or more markets) and in consultation with the lecturer, the analysis can be carried out by one or two students.

— Business games "Development of a company's digital strategy"

Students can choose an existing company (for example, a family business company) or a fictional company. The task of each team is to develop proposals to improve the effectiveness of the company's digital strategy and digital transformation. Team decision makers should be prepared to answer questions from the lecturer and students of other teams.

— Test "Support policy of the development and implementation of digital technologies in the EU countries"

Students are given the task to study strategies and policies for the development of the digital economy in the EU countries. During the test performed in the form of an essay with a volume of 2.0 – 2.5 thousand printed characters, students should describe the strategies and policies for the development of the digital economy of the EU country under study. The essay should contain up-to-date factual and statistical information, be written independently, have conclusions, links to sources.

— The author's case

Students can choose an existing company (for example, a family business company) or a fictional company. A good case is a powerful marketing tool that proves the company's merits and shows clients the competence of specialists, the working procedure, how much this company is better able to solve the client's problems than others and in what time frame. The case turns out to be convincing and attracts an audience if it contains data and facts that are interesting to the target audience.

— Final exam

It consists of an oral exam, each student should answer two questions, each one for 30 points (a total of 60 points). The questions consist of course topics.

D. Course outline

Topic 1. World economy: concept, essence, main characteristics of development
Topic 2. Global trends in the development of the global economy in the digital era
Topic 3. The impact of digitalization on global trade and finance
Topic 4. New directions for the development of global labor markets
Topic 5. Transnational business: new strategies for increasing competitiveness of the ability
Topic 6. Government programs and strategies for the development of the digital economy
Topic 7. Digital risks for the global economy and their management mechanisms
Final exam