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**Summer School 2023**  
**Strategic foresight & managers' competences of the future**  
*course description*

a. Course name

Doing business in the digital economy

b. Lecturer

Mikołaj Klimczak

c. Hours

8 hours

d. General description – course content

Markets in the digital economy differ significantly from traditional markets for tangible commodities. Music, movies, computer programs, and video games can be duplicated without additional costs. Internet and digital media allow for an easy and fast search of relevant and exciting content for buyers and an easy comparison of offers and prices.

The main goal of the course is to let students understand, analyze and make conscious decisions connected with the digital economy. It will be achieved by studying the main phenomena emerging in the digital economy, typical business and revenue models and the most typical strategies.

The content of the course includes (1) basic terms and issues, (2) new business models and revenue models – the logic of monetization, (3) financing the digital economy, and (4) price and product strategies in the digital economy.

e. Learning outcomes

Knowledge:

1. Students will possess a theoretical economic framework of digital economy analysis.
2. Students will comprehend the technological and legal boundaries of the digital economy.

Skills:

1. Students will distinguish and describe various phenomena occurring in the digital economy.
2. Students will describe various new business models that emerged in the development of the digital economy.

Competences:

1. Students will assess and criticize new business models and evaluate their usefulness in various conditions and situations.
2. Students will be able to justify the usefulness of various pricing and product strategies in the digital economy.

f. Literature

1. *Digital Economy. Emerging Technologies and Business Innovation*, Mohamed Anis Bach Tobji, Rim Jallouli, Yamen Koubaa, Anton Nijholt, Springer International Publishing, 2018
2. *Strategic and Innovative Pricing: Price Models for a Digital Economy*, Mathias Cöster, Einar Iveroth, Nils-Göran Olve, Carl-Johan Petri, Alf Westelius, Routledge Research in Strategic Management, Routledge, 2020
3. *The Digital Economy*, Tim Jordan, Polity, 2020