



Faculty: FACULTY OF TELECOMMUNICATIONS AND MANAGEMENT

Department: INFORMATION TECHNOLOGY

Professional Field: COMMUNICATION AND COMPUTER EQUIPMENT

Specialty: COMPUTER ADMINISTRATION OF SOFTWARE APPLICATIONS

Educational-qualification degree: PROFESSIONAL BACHELOR

LEARNING COURSE DESCRIPTION

1. Course title: *DIGITAL ECONOMICS*

2. Course code: P.16.024.2

3. Type of the course: *Elective*

4. Level: *Professional bachelor*

5. Year of study: *Second*

6. Semester: *Third*

7. Number of credits: 3

8. Name of the lecturer: *Prof. Dr. Miglena Temelkova*

9. Course learning outcomes:

The aim of the course is to acquire in-depth knowledge of the fundamental economic problems, variables and prerequisites for the emergence and development of the digital economy.

Students who have completed their training in the discipline must acquire:

Basic knowledge of the fundamental problems of the digital economy and the principles of economic thinking; the main tools and objectives of modern economic policies; the essence of leading economic measures and the approaches to their calculation; the essence of competition, market structures and forms, and mechanisms to achieve market equilibrium under digitization; the principles of the "sharing economy".

Practical skills for using the official sources of information on the state of the national economy - above all the official statistics; analyzing the changes of the economic indicators and orientation in main trends in the development of the economy; applying the principles of economic choices and behavior; taking into account the full (alternative) cost of any decision in the economy; ability to analyze objective economic reality - market competitors, costs, revenues, incomes, prices, market structures and forms.

Competencies: Students should have mastered the basic principles, models, methods and approaches of the digital economy after the completion of the course.

10. Teaching methods:

The teaching method features lecture and discussion (seminar) formats as appropriate, using multimedia in the classroom.

11. Prerequisites:

Students should have a thorough knowledge of Presentation and communication skills, Digital communications, Legal regime of patents.

Courses in the discipline are Fundamentals of management, Corporate social responsibility, Management of large data sets.

12. Course contents:

All training is structured in the form of theoretical material, case studies, role-playing and situational games and test tasks. The tasks during the training are limited to:

- ✓ Introduction to basic economic concepts;
- ✓ Acquiring knowledge about the impact of economic processes on business units;
- ✓ Building analytical capabilities to assess the impact of a particular economic problem on a particular market, economic subject, economic system;
- ✓ Upgrading the conceptual apparatus related to the discipline of tasks taken from the real practice.

13. Bibliography

Basic literature:

1. **Темелкова, М.** Микроикономика. Макроикономика. ВСУ. Варна, 2011.
2. **Темелкова, М.** Семинарна тетрадка по микро и макроикономика. Колор принт. Варна, 2010.
3. **Blanchard, O., Illing, G.** Макроѳкономие. Pearson. 2017.
4. **Blanchard, O., Illing, G.** VP Makroѳкономие: Lehr- und Übungsbuch (Pearson Studium - Economic VWL). Pearson. 2018.
5. **Petersen, T.** Makroѳкономие Schritt für Schritt: Arbeitsbuch. UTB. 2018.

Additional literature:

1. **Ракарова, С., Стефанов, Ст.** Пътеводител по Макроикономика, Издателство НБУ, София, 2014.

14. Assessment methods and criteria:

The course ends with an *exam*. The exam takes the form of a test on theoretical material and practical tasks, taking into account the activity of students during the learning process during the semester. The individual and team work of the student during the semester is reported - current control during lectures and seminars (course work).

1.Requirements for the assessment of the six-point system

The exam passes as a test on the theoretical material and practical tasks, taking into account the students' participation during the semester. The evaluation of the results is based on the following predefined criteria:

- up to 30% true answers – Fail 2;
- up to 40% true answers – Satisfactory 3;
- up to 50% true answers – Good 4;
- up to 60% true answers – Very good 5;
- over 70% true answers – Excellent 6.

2. Formation of the final mark

The final grade is formed on the basis of the results of the on-going control during the semester (course work), plus the final test results using a point system (Table 1).

Table 1.

Number of points	Assessment According to the 6-point Scale System
0 – 20	Fail 2 (F)
20 – 39	Fail 2 (FX)
40 – 49	Satisfactory 3.00 (E)
50 – 59	Satisfactory 3.00 (D)
60 – 69	Good 4.00 (C)
70 – 84	Very good 5.00 (B)
85 – 100	Excellent 6.00 (A)

15. Language of instruction: *Bulgarian*