Module Manual
Bachelor IBE

Module name	**Digital Business**
Responsible instructor	NN
Learning objectives	Students gain knowledge about the essential aspects of digital markets and digital businesses. In the first part, a basic understanding of digital markets is developed. In the second part, various aspects of digital business are discussed. The teaching and learning methods include the provision of basic knowledge and the analysis of case studies.
Module content	Digital Economy: • Social Media, Disintermediation, Attention Economy,… • Principles and Practices of the Digital Economy Digital Business • Development of a digital business • Basics of digital businesses • Forces of digital development • Business models in digital markets • Hybrid digital business models • Case studies
Teaching/learning methods	- lectures and exercises - self-study - case studies - discussions
Prerequisites	None
Literature/multimedia teaching and learning programmes	Jordan, T. (2020). The Digital Economy. Wiley. McAfee, A., & Brynjolfsson, E. (2017). Machine, platform, crowd: Harnessing our digital future. WW Norton & Company. Shapiro, C., Carl, S., & Varian, H. R. (1998). Information rules: A strategic guide to the network economy. Harvard Business Press. Wirtz, B. W. (2019). Digital Business Models. Springer International Publishing.
Teaching letter author	
Applicability	This module is closely related to the following modules of the same study program: - Project Management, Managing Innovation, Entrepreneurship This module is also suitable for other economics-oriented study courses at Schmalkalden University of Applied Sciences.
Workload/ Total workload	Total workload: 150 hours, of these: 1) synchronous studies: 60 (lectures to be attended) 2) asynchronous studies: 90, of these: - preparation for classes (in particular literature): 50 - follow-up: 20 - preparation for examination: 20
ECTS and weighting of the grade in the overall grade	5 ECTS credit points; weighting: a) study programmes in Business and Economics and in International Business and Economics: 5/180 b) study programmes in Economics and in Business Administration: 5/210
Performance assessment	written examination (100%)
Semester	2nd semester
Frequency	every academic year
Duration	1 semester
Type of course (compulsory, elective, etc.)	compulsory elective module (Business and Economics, Economics, Business Psychology and Business Administration compulsory (International Business and Economics)
Remarks	Teaching language is English.