Programme	B.A. Economics Honours				
Course Title	**DIGITAL ECONOMY**				
Type of Course	MDC				
Semester	II				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	Basic course on Economics of 0 – 99 level				
Course Summary	This course is designed to provide a theoretical and practical knowledge about digital economy				

COURSE OUTCOMES (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO 1	Understand the Historical foundations and impact of the digital economy.	U	C	Instructor-created exams / Quiz, Assignment
CO 2	Analyze business and innovation in the digital age.	An	P	Case Study Analysis,
CO 3	Critically evaluate the role of data and analytics.	E	M	Research Paper, Debate Participation
CO 4	Assess the policy and social implications of the digital economy.	Ap	p	Instructor-created exams / Home Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content	Hrs	Marks
I	**Foundations of the Digital Economy**		**12**	**17**
	1	The Rise of the Digital Economy: Historical context, key technologies, economic impact of digital economy on economic growth, productivity and employment.	2	
	2	Definition and Meaning of Digital Economy	1	
	3	Digital Goods and Services: Characteristics, pricing models, and distribution channels.	2	
	4	Platforms and Marketplaces: Two-sided markets, network effects, and platform power.	2	
	5	Data & Information Economics: The information value chain, big data.	2	
	6	Privacy: Data protection and security – privacy concerns	1	
	7	Theories of Digital Economy: Growth theory of digital economy –endogenous growth theory – monetary theory of	2	

		digital economy		
II	**Business and Innovation in the Digital Age**		**8**	**11**
	8	E-commerce and Online Retail: Business models, customer behaviour, and logistics challenges.	2	
	9	Logistic – Logistic – models – challenges of E-commerce		
	10	The Sharing Economy: Collaborative consumption, platform competition, and regulatory issues.	2	
	11	Fintech and Financial Innovation: Digital payments, cryptocurrencies, and blockchain technology	2	
	12	Digital Transformation and Strategy: How businesses are adapting to the digital environment.	2	
III	**Data and Analytics**		**8**	**11**
	13	The Role of Data and Analytics – Big data, data analytics, and their importance in the digital economy.	3	
	14	Emerging trends and technologies shaping the future of the digital economy, such as AI, blockchain, and the metaverse.	4	
	15	The ethical implications of data collection and usage	1	
IV	**Policy and Social Implications of the Digital Economy**		**8**	**11**
	16	Competition Policy and Antitrust in the Digital Era: Regulating platform monopolies and market dominance	2	
	17	Intellectual Property and Copyright in the Digital Age: Challenges of protecting digital content and innovation.	2	
	18	Digital Divide and Inequality: Access to technology, skills development, and social justice concerns.	2	
	19	The Future of Work in the Digital Economy: Automation, job displacement, and new skills requirements.	2	
IV	**Digital Economy and India**		**9**	
		Discussion based on different digital systems, platforms, technologies, etc. prevailing in India		
		Practical Assignments on digital economy in India		
		Seminar on the digital economy and shaping of policies in India		

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module with a variable number of units. There are total 36 instructional hours for the fixed modules and 9 hours for the open-ended one. Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, are only for the external examination.

REFERENCE:

1. Harld Overby and Jan Arild Audestad (2021). *Introduction to Digital Economics: Foundation, Business Models and Case Studies*. Springer.
2. Don Tapscott and Anthony D. Williams (2016). *The Digital Economy: Concepts and Applications*. McGraw-Hill Education (Module I)
3. Liu, Z. (2022). *Principles of Digital Economics: Innovation Theory in the Age of Intelligence*. Springer Nature. (Module 1, Unit 7)