COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Digital Business	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinating: Indrė Brazauskaitė **Other(s):**	Business School, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to face (on-line)	Spring semester	English

Requirements for students	
Prerequisites:	**Additional requirements (if any):**

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	50	80

Purpose of the course unit (module): programme competences to be developed		
The main goal of the course is to get acquainted with the business created and developed in the digital space, identification of needs, assessment of alternatives, decision-making.		
Learning outcomes of the course unit (module)	**Teaching and learning methods**	**Assessment methods**
Will know and understand the peculiarities of creating a business in the digital space.	Lectures, exercises on the basis of a case study, project work and theoretical literature studies	Examination.
Will know and understand the importance of information technology and innovation in creating and developing a business in the digital space	Lectures, exercises on the basis of a case study, project work and theoretical literature studies	Examination.
Will know and understand about income and how it is planned and generated in the digital space	Lectures, exercises on the basis of a case study, project work and theoretical literature studies	Group project.

Will be able to create a business in the digital space, based on the information received	Lectures, exercises on the basis of a case study, project work and theoretical literature studies	Group project.

Will be able to conduct research on digital markets, adapt the legal regulation of the digital space.	Lectures, exercises on the basis of a case study, project work and theoretical literature studies	Group project.

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1.Digital business models. Digital space vs physical space	4		1				**5**	**10**	Soltanifar, Hughes, Göcke – 70-102 p.p. Bayrak Öztürk, Bartholomäus, Klein 149-164 p.p.
2.Development and infrastructure of digital business. Preparation, identification of needs	6		2				**4**	**8**	Soltanifar, Hughes, Göcke – 3-21 p.p.
3.Digital business strategies. Which one to choose?	4		2				**6**	**8**	Molenaar 60-82 p.p.
4.Innovation in digital business. How not to miss anything	2		1				**3**	**10**	Molenaar 130-141 p.p.
5.IT importance in the digital business. Opportunities and threats, cybersecurity	2		3				**9**	**10**	Bayrak Öztürk, Bartholomäus, Klein 71-86 p.p.
6.Business database management systems	2		1				**3**	**8**	Márquez, Lev 23-56 p.p.
7. Income in the digital business. Who generates them and how to plan them.	2		2				**6**	**8**	
8. Digital entrepreneurship. Studies of digital markets, analysis of competitiveness. .	4		2				**6**	**10**	Molenaar 152-160 p.p.
9. Digital business and social networks. Synthesis	4		2				**6**	**8**	Morabito, V.
10. Security in digital business. Electronic payments, legal regulation	2								Bayrak Öztürk, Bartholomäus, Klein 103-118 p.p.
Preparation for intermediate and final settlements.		2					**2**		
Total	**32**	**2**	**16**				**50**	**80**	

Assessment strategy	Weight,%	Deadline	Assessment criteria
Individual / Group project: create a website using different platforms.	60	Until the end of the course	Qualitative assessment, according to the criteria: visibility (visibility), perception (perception), technique (technical), content (content), services (service).

Examination	40	After completing the course	For 10 closed-type problem questions of equal value, the value of the correct answer is 1 point, the value of the wrong answer is 0 points, the total maximum value of the scores scored is 10.

Author	**Year of publication**	**Title**	**Issue of a periodical or volume of a publication**	**Publishing place and house or web link**
Compulsory reading				
Morabito, V.	2021	Digital Entrepreneurship: Management, Systems and Practice		Cambridge: Cambridge University Press
Optional reading				
Cahen, F., Casanova, L., & Miroux, A .	2021	Innovation from Emerging Markets: From Copycats to Leaders		Cambridge: Cambridge University Press
Hammond, A	2016	Born Digital		Cambridge: Cambridge University Press