



Subject card

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|---|--|---|--------------------|-------------------------------------|--|------------|-----|
| Subject name and code | GLOBAL DIGITAL TRANSFORMATION, PG_00053121 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| Date of commencement of studies | October 2021 | Academic year of realisation of subject | | | 2021/2022 | | |
| Education level | second-cycle studies | Subject group | | | Obligatory subject group in the field of study Subject group related to scientific research in the field of study | | |
| Mode of study | Full-time studies | Mode of delivery | | | blended-learning | | |
| Year of study | 1 | Language of instruction | | | English | | |
| Semester of study | 1 | ECTS credits | | | 4.0 | | |
| Learning profile | general academic profile | Assessment form | | | assessment | | |
| Conducting unit | Department of Informatics in Management -> Faculty of Management and Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | prof. Elsa Estevez | | | | |
| | Teachers | | prof. Elsa Estevez | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 30.0 | 15.0 | 0.0 | 0.0 | 0.0 | 45 |
| | E-learning hours included: 30.0 | | | | | | |
| 2021/2022 Global Digital Transformation Economic Analysis 2 full-time - Moodle ID: 17171 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=17171 | | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | | Participation in consultation hours | | Self-study | SUM |
| | Number of study hours | 45 | | 7.0 | | 48.0 | 100 |
| Subject objectives | The aim of the course is for the students to learn about global digital transformation as an enabler for social, economic and political development. After the course, the students should understand digital transformation: 1) its defining features; 2) its progress around the world; 3) the benefits it can deliver and how to realize them; 4) the threats it creates and how to respond to them; and 5) development trends. | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | [K7_U08] has the ability to implement analytical methods to independently propose solutions to economic problems and verify their effectiveness | Student is able to track progress with digital transformation within organizations, uncover problems and propose solutions. | | | [SU2] Assessment of ability to analyse information | | |
| | [K7_W10] has an in-depth knowledge of quantitative methods to describe and analyse socio-economic processes using information technology | Student is able to identify, describe and analyze digital innovations with appropriate tools and methods. | | | [SW2] Assessment of knowledge contained in presentation | | |
| | [K7_U06] has a broad knowledge of methods and tools for acquiring and collecting data, as well as analysing, explaining and reasoning on socio-economic phenomena and processes. | Student is able to choose literature, data and methods appropriate to the nature and context of the digital transformation. | | | [SU4] Assessment of ability to use methods and tools | | |
| | [K7_U10] has the ability to understand, analyse and evaluate economic phenomena on a macroeconomic scale | Student is able to understand and describe the impact of digital innovations on social, economic and political environment. | | | [SU2] Assessment of ability to analyse information | | |
| | [K7_K01] understands the need for continuous learning and, in particular, for advanced and modern tools for data analysis | Student is aware of the ongoing and dynamic nature of digital transformation, and knows how to track its progress using relevant literature and data sources. | | | [SK2] Assessment of progress of work | | |

| Subject contents | Lecture: 1. BACKGROUND - What is digital transformation about? 2. LANDSCAPE - What is the global adoption of digital transformation? 3. INNOVATIONS - What are the cases of digital transformation? 4. FEATURES - What features define digital transformation? 5. BOUNTY - What benefits can digital transformation deliver? 6. SPREAD - How unequal are the benefits of digital transformation? 7. WINNERS - Who benefits most from digital transformation? 8. IMPACT - What is the impact of the bounty and spread? Exercises: 1. INTRODUCTION - How is digital transformation impacting you? 2. SMART CITIES - What are Smart Cities and how to measure them? 3. SMART CITY ANALYSIS - How smart is a city XXX? 4. PRESENTATION - What have we learnt about Smart City XXX? | | | | | | | | | | | | | | |
|--|--|-------------------------------|--|--------------------------|--|-------------------------------|--------------------------|--|-------|----------------------|-------|-------|---------|------|-------|
| Prerequisites and co-requisites | | | | | | | | | | | | | | | |
| Assessment methods and criteria | <table border="1" data-bbox="448 479 1487 618"> <thead> <tr> <th data-bbox="448 479 794 517">Subject passing criteria</th> <th data-bbox="794 479 1141 517">Passing threshold</th> <th data-bbox="1141 479 1487 517">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 517 794 551">Activity</td> <td data-bbox="794 517 1141 551">0.0%</td> <td data-bbox="1141 517 1487 551">15.0%</td> </tr> <tr> <td data-bbox="448 551 794 584">Exam</td> <td data-bbox="794 551 1141 584">60.0%</td> <td data-bbox="1141 551 1487 584">50.0%</td> </tr> <tr> <td data-bbox="448 584 794 618">Project</td> <td data-bbox="794 584 1141 618">0.0%</td> <td data-bbox="1141 584 1487 618">35.0%</td> </tr> </tbody> </table> | | | Subject passing criteria | Passing threshold | Percentage of the final grade | Activity | 0.0% | 15.0% | Exam | 60.0% | 50.0% | Project | 0.0% | 35.0% |
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| Recommended reading | <table border="1" data-bbox="448 624 1487 1144"> <tbody> <tr> <td data-bbox="448 624 794 958">Basic literature</td> <td colspan="2" data-bbox="794 624 1487 958"> 1. E. Brynjolfsson and A. McAfee, The Second Machine Age, 2016 2. Measuring the Information Society Report 2018, International Telecommunication Union, https://www.itu.int/en/ITU-D/Statistics/Documents/publications/misr2018/MISR-2018-Vol-1-E.pdf </td> </tr> <tr> <td data-bbox="448 958 794 1111">Supplementary literature</td> <td colspan="2" data-bbox="794 958 1487 1111"> 1. A. McAfee and E. Brynjolfsson, Machine, Platform, Crowd, 2017 2. T. M. Siebel, Digital Transformation, 2019 3. B. Boorsma, A New Digital Deal, 2018 4. K. Kelly, The Inevitable, 2016 5. M. Raskino and G. Waller, Digital to the Core, 2015 6. etc. </td> </tr> <tr> <td data-bbox="448 1111 794 1144">eResources addresses</td> <td colspan="2" data-bbox="794 1111 1487 1144"></td> </tr> </tbody> </table> | | | Basic literature | 1. E. Brynjolfsson and A. McAfee, The Second Machine Age, 2016 2. Measuring the Information Society Report 2018, International Telecommunication Union, https://www.itu.int/en/ITU-D/Statistics/Documents/publications/misr2018/MISR-2018-Vol-1-E.pdf | | Supplementary literature | 1. A. McAfee and E. Brynjolfsson, Machine, Platform, Crowd, 2017 2. T. M. Siebel, Digital Transformation, 2019 3. B. Boorsma, A New Digital Deal, 2018 4. K. Kelly, The Inevitable, 2016 5. M. Raskino and G. Waller, Digital to the Core, 2015 6. etc. | | eResources addresses | | | | | |
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| Example issues/ example questions/ tasks being completed | 1. What do society and business want from digitalization? 2. Does digitization have business value by itself? 3. Is society responding to technological change reactively or proactively? 4. What is the main difference between digitization and digitalization? 5. What is the main difference between digitalization and digital transformation? 6. Which elements could be applied to measure human social development? 7. What are the parallels between the first and the second machine age? 8. Why is access to technology not accurate to represent the usage of technology? 9. How is the international bandwidth calculated? 10. What types of digital skill can you describe? 11. Explain why inequalities in digital skills follow traditional inequality patterns. 12. What is the structure of the ICT sector? 13. Describe the revenue trends in the ICT sector. 14. Is digital technology already mature? 15. What benefits digital technology bring to us? 16. Can digital technology improve the physical world? How? 17. What are the negative consequences of digital transformation? 18. Which skills/abilities will be of value in the second machine age, which wont? | | | | | | | | | | | | | | |
| Work placement | Not applicable | | | | | | | | | | | | | | |