

SYLLABUS

Field: Economics, Management and Business Sciences, **Branch:** Economics Sciences

Specialty: Digital Economics and Data Analytics (ÉNAD)

Semester: 03 **Academic year:** 2025/2026

Identification of the subject matter

Title: Foundation of the Digital Economy

Teaching unit: Fundamental teaching unit

Number of Credits : ... 05.....

Coefficient: ... 04.....

Total weekly hourly volume: 03h

- Courses (number of hours per week):a.m 1:30 1h30min.....
- Tutorials (number of hours per week): 1h30min
- Practical work (number of hours per week): 00.....

Subject Matter Manager

Name, First name, Grade: BRAHAMI MOHAMMED AMINE PROFESSOR

Office Location (Block, Desktop):/.....

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Tel (Optional): 05-50-86-17-95

Course Schedule and Location: 08:30 ... the INNOV 1 room

Description of the subject matter

Prerequisites: Basic knowledge of economics - Notions of statistics.

General objective of the teaching subject: This course aims to give the basics of the digital economy, understanding the concepts and mechanisms of the digital economy.

Learning Objectives: Ability to assess the challenges and opportunities of the digital transition - Train students in the analysis of new digital business models.

Content of the teaching subject

Chapter 1: Definitions and Basics of the Digital Economy

Chapter 2: Inequalities and digital divides

Chapter 3: Inequalities and digital divides

Chapter 4: Collaborative Economy and Peer Collaboration

Chapter 5: The (micro)economic principles of digital markets and ecosystems

Evaluation methods

Nature of control	Weighting in %
Examination	60
Micro – interrogation	/
Tutorials	/
Practical work	10
Personal project	/
Group work	20
Field trips	/
Attendance (Presence/Absence)	10
Other (to be specified)	/
Total	100

References & Bibliography

Text book (Main reference):		
Title of the book	Author	Publisher and year of publication
-A deployment of the digital economy - Digital and Internet Economy	-Olivier Bomsel - Éric Malin and Thierry Pénard	- Folio Collection – Current-2010 - VUIBERT – 2010-
Support references if they exist:		
Title of the book (1)	Author	Publisher and year of publication
Matchmakers: The New Economics of Multisided Platforms	David Sparks Evans, Richard chmalensee	Presses de Harvard Business Review 2016
Title of the book (2)	Author	Publisher and year of publication
The Economics of Digitization Economics of the common good	Shane Greenstein Jean Tirole	The International Library in Economics series 2013 Expanded edition 2016

Course schedule

Week	Course Title	Date
Week 1	Conceptualization of the "digital economy"	
Week 2	Digital convergence	
Week 3	Definition of the digital economy	
Week 4	The challenges of the digital revolution and digital transformations	
5th Week	Digital divide	
6th Week	What public policy to reduce digital divides?	
Week 7	The weight of the digital economy	

8th Week	The share of digital economy sectors in GDP	
Week 9	The contribution of the digital sector to growth	
Week 10	Research and development efforts in the digital sectors	
Week 11	Definition of the collaborative economy - Goods or services adapted to sharing/collaborative consumption	
Week 12	Collaborative peer-to-peer - Merchant peer-to-peer	
Week 13	The 4 levels/layers of the digital economy	
Week 14	What makes digital markets and ecosystems unique? - The economic specificities of digital markets	
Week 15	End of Semester Exam	
Week 16	Retake exam	