

Educational component	Optional educational component Digital Economy and Society of the European Union
Level of Higher Education	First (Bachelor's) Level
Field of Study / Educational and Professional Programme	292 International Economic Relations / International Business
Mode of Study	Full-time
Year, Semester, Duration	4th year (8th semester), 5 ECTS credits
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	150 (10/20)
Language	English
Department	International Economic Relations
Author of the discipline	Viktoriiia Kukharyk
Short description	
Prerequisites	Basic knowledge of economics and informatics. English language proficiency at a minimum level of A2.
What will be studied?	The optional educational component is aimed at studying the fundamentals of the digital economy in the context of the European Union's development, its impact on society, business, and the economy. Particular attention is devoted to digital innovations, regulation of the EU digital market, and practical aspects of the application of digital technologies across various economic sectors.
Why is it interesting and should be learnt?	Studying the course Digital Economy and Society of the European Union is important and engaging, as digitalisation is currently one of the key trends of global development. Digital technologies influence all aspects of life—from the economy and business to education and culture. Understanding how these processes are organised within the European Union enables students to gain insights into best practices of digital development that can be adapted to the Ukrainian context. The course also contributes to understanding the role of digital transformation in building a competitive economy and an efficient society.
What can be learnt? (study results)	Upon completion of the course, students will acquire a range of essential knowledge and skills. They will be able to analyse the impact of digital technologies on various spheres of social life, assess the economic and social effects of digitalisation, and develop digital transformation strategies for enterprises and organisations. Students will also learn to identify key digital tools and technologies used in business and society and evaluate their effectiveness in different contexts.
How can the acquired knowledge and skills (competences) be used?	The acquired knowledge and competencies will provide a foundation for professional activity in the digital economy environment. Graduates will be able to apply digital technologies to optimise business processes, develop innovative projects, and address current professional challenges. Furthermore, they will be capable of assessing the risks and opportunities of digital transformation, designing adaptation strategies to emerging challenges, and effectively using digital tools to achieve competitive advantages in the market.