

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
G468	Marché unique numérique de l'UE et implications économiques et sociales	5	3	0	0	3	5

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Anglais
Type de Cours	Électif
Niveau du Cours	Licence
Objectif du Cours	The general objective of the course is to provide a better understanding of transformation in the global economy and European Union's strategies and policies on increasing the competitiveness of EU in this new era of world history. Regarding this general objective the course will have three modules and related specific objectives with each module. • Module one aims to provide the historical progress of change and influence of digitization on economic and social life and the current transformation and drivers and trends shaping the change in the economic life like eco-innovation, aging and other grand societal challenges, • Module two aims to provide a better understanding about the European Economic Integration, EU's positioning in digital economy, EU's policies and strategies on industrial policy, development policy, cohesion policy, taxation policy and other legal issues to take a leading role in digitization in the economy, • Module three aims to provide students to understand the distinction between traditional old and digital new structures in terms of business models In the first module's sessions, the students will be introduced the concepts of economic change regarding to digitization in global level and the history of transformation. The module will include a transformation part explaining the new vs. old consumer, producer and government and the dimensions of digital change effective on economic and social relations. In this module, the content will also focus on the major game changer technologies and drivers of digitization and trends related to these drivers. In the second module's sessions, the students will be introduced a further understanding about the history of European economic integration, the dynamics and evolution in the European economy, Science, Technology and Innovation Policies of European Union, Industrial Policy of European Union and other technical regulations regarding to taxation, intellectual property rights, infrastructure etc. In the third module the sessions will focus more on impact of digitization in the supply-side of economics. The focus will be on manufacturing industries and service industries and the relationship between the previous module with these industries will be built. The students will be able to analyse and learn about the digitization and its impacts on industries in applied level. Module four will be a case study module which students and lecturers will jointly discuss and focus on industry specific or policy specific cases..
Contenus	Session 1 History of Economic Transformation Globalization and Technological Change Module 1 Session 2 Fourth Industrial Revolution and Digital Economy Module 1 Session 3 Technological Megatrends Module 1 Session 4 Political Economy of Global Megatrends Module 2 Session 5 EU Science Technology and Innovation Policies Module 2 Session 6 EU Digital Single Market and Progress in EU DSM Module 2 Session 7 Industrial Digitalization I: Manufacturing Industries European Economic Integration Module 2 Session 8 Industrial Digitalization II: Service Industries European Economic Integration Module 2 Session 9 Machine Learning & Artificial Intelligence EU Regulations Module 2 Session 10 Blockchain and Crypto-Economy EU Regulations Module 3 Session 11 Platform Economy EU Regulations Module 3 Session 12 Future of Work EU Regulations Module 3 Session 13 Business Model Digitalization and Entrepreneurship Module 3

Ressources

Required

- Atkinson, A. B. 2015. *Inequality: What can be done?* Harvard University Press. Cambridge, MA.
- Chalaby, J. K. 2016. 'Television and globalization: The TV content global value chain'. *Journal of Communication*, 66: 35-59.
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- Grant, H. 2012. *The Presentation Mistake You Don't Know You're Making*.
- Hileman, G., Rauchs, M. 2017. *Global Cryptocurrency Benchmarking Study*, Cambridge, UK.
- Ziegler, et al., 2018. *The 3rd European Alternative Finance Industry Report*, Cambridge, UK.
- Sundararajan, A. 2016. *The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism*. Cambridge, MA: MIT Press.
- Jenkins, H.W. 2017. *The Zuckerberg Effigy*. *The Wall Street Journal*.
- Negroponte, N. *Being Digital*. 1995. New York: Alfred A. Knopf.
- Loorbach, D. and Rotmans, J. 2010. The practice of transition management: Examples and lessons from four distinct cases. *Futures: the journal of policy, planning and futures studies*, 42(3), pp. 237- 246.
- Marien, I. and Prodnik, J. A. 2014. 'Digital inclusion and user (dis)empowerment: A critical perspective'. *Info: The Journal of Policy, Regulation and Strategy for Telecommunications*, 16(6): 35-47.
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- Niforos et al., 2017. *Blockchain: Opportunities for Private Enterprises in Emerging Markets*.
- HSBC, 2017. *Trust in Technology*.
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- Pyle, D., San José, C. *An executive's guide to machine learning*. McKinsey Quarterly, June 2015.
- Schwab, K. 2016. *The Fourth Industrial Revolution: what it means, how to respond*.
- van Ark. 2016. *The Productivity Paradox of the New Digital Economy*. *International Productivity Monitor*, 31.
- Steinmueller, W. E. (2007), 'Economics of Information and Communication Technologies: Building Blocks and Implications' in R. Mansell, C. A. Avgerou, D. Quah and R. Silverstone (eds.), *The Oxford Handbook of Information and Communication Technologies*, Oxford University Press, pp. 196-219.
- Talbot, D. 2016. *The Unacceptable Persistence of the Digital Divide*. *MIT Technology Review*.
- The Future of Global Value Chains Business as Usual or "A New Normal"? STI Policy Note, September 2017, OECD.
- Woo, S. and Strumpf, D. *Huawei's U.K. Relationship Raises U.S. Concerns*, 2018, WSJ.
- Wessels, B. 2013. 'The reproduction and reconfiguration of inequality: Differentiation and class, status and power in the dynamics of digital divides'. In M. Ragnedda and G. W. Muschert (Eds). *The digital divide: The internet and social inequality in international perspective*, (pp. 17-28). New York: Routledge.

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- Berger, T. and Frey, C. B. (2016) *Digitalisation, deindustrialisation and the future of work*. OECD Social, Employment and Migration Working Papers, No. 193. Paris.
- Castells, M. 1998. 'Conclusion: Making sense of our world'. *The information age: Economy, society and culture Volume III: End of millennium*, (pp. 335-360). Oxford: Blackwell.
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Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	History of Economic Transformation Globalization and Technological Change
2	Fourth Industrial Revolution and Digital Economy
3	Technological Megatrends
4	Political Economy of Global Megatrends
5	EU Science Technology and Innovation Policies
6	EU Digital Single Market and Progress in EU DSM
7	Industrial Digitalization I: Manufacturing Industries European Economic Integration
8	Industrial Digitalization II: Service Industries European Economic Integration
9	Machine Learning & Artificial Intelligence EU Regulations
10	Blockchain and Crypto-Economy EU Regulations
11	Platform Economy EU Regulations
12	Future of Work EU Regulations
13	Business Model Digitalization and Entrepreneurship
14	Case Study: New Monopolies Evaluation of Sessions

