

Track 1

Digital economy: trends and developments

Brief description of the program

Modern business and entrepreneurship require specialists to know classical economic theories as well as to understand digital technology and its application in business. Economy in a Digital World track will teach how to use analytics, marketing and talent management contemporary digital tools in an uncertain environment.

Program goals and objectives

The program aims to develop competences in digital technology and its application in business as well as in talent management. The main goal of the program is to teach students to use the basic tools in digital marketing and analytics. While undertaking the program, students will be able to solve applied problems when launching startups and to prepare for entrepreneurship.

The main topics of lectures and seminars:

- HR practice for successful work in the digital economy
- Competences of teamwork: emotional intelligence
- How to launch a startup and attract investments in the digital world
- Mergers and acquisitions in the digital economy: fundamentals and strategies
- Introduction to econometrics in the digital economy
- Leadership in the digital age: key skills and competences