



数字经济与智能金融

Digital Economy and Intellectual Business

#1. 课程背景及简介



由于技术变革,在互联网的推动下,经济增长的主要动力是基于创新能力,竞争力不再基于资产、原材料或金融资本的所有权。因此各国金融业近年来面临宏观经济和金融环境的深刻变化。在同业竞争加剧、非金融机构跨界竞争等压力下,为应对挑战,金融机构纷纷加快推动数字化转型。并且,向数字经济的转变是基于对数字化开发的无形资产的所有权和控制权。为了能够在商业世界中生存、竞争和繁荣,人们必须对数字经济及其构成当前课程基础的原理有很好的理解。本课程旨在让学生更好地了解数字经济是如何由创新、数字化和数据化的持续趋势驱动的。除了这些数字经济原则、政策和全球趋势之外,课程学习成果的另一个方面还将讨论这些国家如何受到影响以及他们如何驾驭数字化浪潮。众所周知,因为数字经济从一开始就可以实现全球化,所以商业实体不再需要受特定地理位置的限制。然而,一系列挑战也随之而来,如竞争、进一步创新和经济增长相关的问题。当前课程确定了这些挑战,同时提供了一些具有相关应用程序的解决方案。

当前和未来的世界显然正在受到数字经济持续且快节奏的趋势的影响。从智能基础设施投资、社会赋权、蓬勃发展的创新、持续增长和创造就业等领域可以看出数字经济对数字经济的影响。

#2. 学习目标



本课程将解决许多挑战,如:

- ★ 了解经济创新和数字化实践塑造数字经济
- ★ 在全球经济转型浪潮中, 数字经济对世界经济的增长与影响
- ★ 数字经济对全世界各个国家经济水平的影响
- ★ 生产数据和传播方式对全球经济的影响
- ★ 智能金融在数字经济增长和产业转型中的角色和作用
- ★ 了解企业如何在数字经济时代中生产与竞争
- ★ 数字经济政策与传统型行业的相互作用
- ★ 明确数字经济协作与协定对公司业务增长的影响

#3. 任课教师信息



Dr. D A C

目前是莱斯大学琼斯商学院讲师,自2018年以来一直同时在加贝利商学院担任教授,目前还在巴鲁克学院、纽约科技大学和罗格斯大学商学院任教,授课领域涵盖商科、心理学、传播学、管理学和MBA的研究生和本科生课程。她

还是变革集团（Group of Change）个人发展平台的创始人，以及地中海-美国贸易商会合作创始人与咨询顾问。

#4.课程设置



| 周期 | 时间 | 课程设置内容 | 课时 |
|------------------------|----------------|---|----|
| 第一周 学习指南 教授及助教辅导 | 7 月 18 日 周一 | 什么是 PBL 教学方法 | 1 |
| | 7 月 19 日 周二 | PBL 教学的常见形式 | 1 |
| | 7 月 20 日 周三 | 教授课-1 交叉学科 PBL 课程设计及知识点学习 学习目标：学习数字经济与智能金融的概念 描述：通过本模块，学生将学习数字经济和智能金融的基础概念与现在发挥的重要作用。数字经济是在当今社会和国家经济的重要影响。 | 3 |
| | 7 月 22 日 周五 | 助教课-1 知识点查漏补缺 | 2 |
| | 7 月 23 日 周六 | 教授课-2 制定小组项目方向 学习目标：数字经济转型的新浪潮 描述：通过本模块，学生将学习了解向数字经济基础策略。本课程将介绍数字经济的政策和数字经济在企业创新中的重要作用。 | 3 |
| | 7 月 25 日 周一 | 助教课-2 知识点查漏补缺 | 2 |
| | 7 月 26 日 周二 | 教授课-3 交叉学科课程知识点学习 学习目标：数字经济在不同国家中的具体表现 本课程将介绍不同国家对数字经济的经济数据。数字经济与智慧金融和媒体之间的融合发展。在数字经济时代，各国主流媒体为 | 3 |

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| 第二周 教授及助教辅导 | | 数字经济和智慧金融的加速化转型做出的贡献 | |
| | 7月27日 周三 | 助教课-3 知识点查漏补缺& 跟进小组项目调研进度 | 2 |
| | 7月29日 周五 | 教授课-4 互动与项目设计跟进答疑 | 1.5 |
| | 7月30日 周六 | 助教课-4 跟进小组项目调研进度 | 2 |
| | 7月31日 周日 | 教授课-5 交叉学科课程知识点学习 学习目标：数字经济与智能金融的关系与共识 描述：本课程将详细介绍并理解了解数字化与数据驱动经济下，迸发出海量和多样化的信息资产，在数字经济发展过程中起着举足轻重的作用 | 2 |
| 第三周 教授及助教辅导 未来展望 | 8月2日 周二 | 助教课-5 跟进小组项目调研进度 | 2 |
| | 8月3日 周三 | 教授课-6 交叉学科课程知识点学习 学习目标：数字经济与智能金融在世界中的体现 描述：本课程将详细介绍并理解了解有关联合国数字经济报告中的数字全球化应用和发展数字与智能金融的未来展望 | 2 |
| | 8月5日 周五 | 助教课-6 知识点查漏补缺& 指导小组项目成果展示 | 2 |
| | 8月6日 周六 | 教授课-7 教授点评小组项目成果 | 1.5 |
| | 8月7日 周日 | 升学与就业方向展望 | 1 |
| | | 个人规划及发展建议 | 1 |
| 总课时 | 32 | | |

#5. 阅读材料



★Intellectual Capital in the Digital Economy. (Eds. Patricia Ordonez de Pablos & Leif Edvinson) 2020 Routledge

★The Digital Economy. Jim Jordan 2020 Polity Press

★Impact of Digital Economy on Intellectual Property Law by Asif khan & Ximei Wu, 2020 Journal of Politics and Law

★Michael A. Peters (2022): Digital trade, digital economy, and the digital economy partnership agreement (DEPA), Educational Philosophy and Theory, DOI:10.1080/00131857.2022.2041413

★Digital Economy Report 2021 by United Nations Conference on Trade and Development

#6.项目主题

PBL

本课程使用 PBL 教学法，PBL 即项目式学习，是一种以学生为中心的教学方法，教师提供关键素材构建学习环境，学生组建团队通过在此环境里解决一个开放式项目的经历来学习。以下为本课程可选的项目主题：

- 数字经济中的特定领域（如创新，技术性产品和社会经济体系等）
- 从现在经济环境的特殊领域中，分析现在和未来趋势（如未来物流格局转变或者是劳动力的转变）
- 会对现有的引用文章进行解读
- 数字经济和智能金融对传统行业的印象
- 社交媒体策略和活动，影响者数字经济与智能金融在社交媒体中的作用

英文版教学大纲

PBL

| | |
|-------------------|---|
| Course Title | Digital Economy and Intellectual Business |
| Credit Hours | 32 (one credit hour is 45 minutes) |
| Course Objectives | <div>★ Introduction to Digital Economy and Intellectual Business</div> <div>★ Critical Implications of Digital Economy</div> <div>★ Develop, implement, and analyze strategies for products/services on the Internet</div> <div>★ . Learn the key concepts in digital economy and intellectual business</div> <div>★ Understand Social media trends</div> <div>★ Learn Globalization Applications and Findings through United Nations Digital Economy Report</div> <div>★ Future outlook on Digital Economy</div> |

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| | andIntellectual Business |
| Course Description | As a result of technological changes, driven by the internet, the primary driver of economic growth is based on the ability to innovate, and competitiveness is no longer based on ownership of assets, raw materials, or financial capital. Thus, the movement to a digital economy is based on the ownership/control of intangible assets which are exploited digitally. To be able to exist, compete and thrive in the world of business, one must have a good understanding of digital economy and its principles which form the basis of the current course. This course is structured to give the students a better understanding of how digital economy is driven by ongoing trends in innovation, digitization and datafication. On top of those digital economy principles, policies and global trends will also be discussed. How the countries are being impacted by and how they can ride the waves of digitization form another major aspect of the course learning outcomes. As is already well-known, it is no longer necessary for a business entity to be bounded by a specific geography as the digital economy enables being global from day one. However, there comes a set of challenges associated with competition, further innovation, and growth. The current course identifies those challenges while providing some solutions with related applications. |

The topic in the global context

The OECD defines the digital economy, known also as internet economy in academia, as the part of an economy that enables and conducts the trade of goods and services through electronic commerce on the Internet. The digital

economy is perceived as a very substantial driver of economic growth and an increasing source of work for competition authorities. The impact of the digital economy extends beyond information, goods, and services to other areas of the economy as well as lifestyles more generally.

Brief introduction of the course

The current and the future world obviously are being shaped by the ongoing and fast-paced trends in the digital economy. There are several implications for the Digital Economy which could be seen in the areas of smart infrastructure investments, society empowerment, flourishing innovation, continuous growth, and jobs creation. In this course, you will be able to have a good understanding of the following components with regards to Digital Economy principles and Intellectual business dimensions:

- 1.Introduction to Digital Economy and Intellectual Business
- 2.Critical Implications of Digital Economy
- 3.Waves of transformation to Digital Economy
- 4.Digital Economy Policies
- 5.Digital Economy and the role of innovation
- 6.Digital Economy and Countries
- 7.Digital Economy and Social media trends
- 8.Digital Economic Partnerships and Agreements
- 9.Datafication and Data-Driven Economy
- 10.Competition in the Digital-Global Landscape
- 11.Digital Globalization Applications and Findings through United Nations Digital Economy Report
- 12.Future outlook on Digital Economy

| | Topics |
|----------|---|
| Module 1 | Objective: Introduction to Digital Economy and Intellectual Business Description: In this first class, we will be going over the basic Digital Economy and Intellectual Business concepts including the history of the field |
| Module 2 | Objective: Critical Implications of Digital Economy The likely impacts of the acceleration towards a digital economy, especially its distributional consequences, and policy responses towards it, are the subject of this module. |
| Module 3 | Objective: Waves of transformation to Digital Economy Description: The important element of technology and data in |

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| | the global digital economy. It have become an important engine for a new round of revolution and industry in the global digital economy. |
| Module 4 | Objective: Digital Economy Policies Description: Governments in many countries are increasingly aware of the importance of harnessing the benefits of the digital economy for innovation, growth and social prosperity. |
| Module 5 | Objective: Digital Economy and the role of innovation Description: Digitalisation has reshaped competitive dynamics in the economy, creating new markets and transforming existing ones. This presents a multifaceted challenge for competition authorities and policymakers. |
| Module 6 | Objective: Digital Economy and Countries Description: Digital economy and Intellectual Business are essential to ensure a country's growth and economic resilience. |
| Module 7 | Objective: Social media trends about Digital Economy and Intellectual Business Description: In the era of digital economy, the contribution of smart media helps digital economy and financial transformation |
| Module 8 | Objective: Digital Economic Partnerships and Agreements Description: Digital Economy Partnership Agreement (DEPA) represents a new type of trade agreement to facilitate digital trade and creating a framework for the digital economy. |
| Module 9 | Objective: Competition in the Digital-Global Landscape Description: The digital economy has become an important driving force for the development of the global economy, and it is the core area that countries are focusing on and developing. The competition in the field of digital economy is becoming increasingly fierce. |
| Module 10 | Objective: Future outlook on Digital Economy Description: introduction the future of the digital economy in worldwide and development of challenges for different countries. |

Required Readings

1.Intellectual Capital in the Digital Economy. (Eds. Patricia Ordonez de Pablos & Leif Edvinson) 2020 Routledge

2.The Digital Economy. Jim Jordan 2020 Polity Press

3.Impact of Digital Economy on Intellectual Property Law by Asif khan & Ximei Wu, 2020 Journal of Politics and Law

4.Michael A. Peters (2022): Digital trade, digital economy, and the digital economy partnership agreement (DEPA), Educational Philosophy and Theory, DOI:10.1080/00131857.2022.2041413

5.Digital Economy Report 2021 by United Nations Conference on Trade and Development

Suggested list of the topics for the final project

- 1) Choose a particular area in the world of digital economy (innovation, technological products, changing workforce characteristics, monetary values and currencies, socio-economic systems … etc.)Digital marketing strategy (DTC model, crowdfunding, CPM, PPC, CPA, content and viral marketing…)
- 2) Analyze current trends in that area especially from a digital economy perspectiveAdWords, match types, paid search…
- 3) Make predictions related to that area with certain applicable components (as an example, how will the logistics landscape might be shaped in the future and what might specifically change in terms of shipment, trade…etc. or how might the workforce transform and in what ways so we can see the creation of new lines of jobs in certain industries…etc.)Social media strategies and activities, the role of influencer marketing in social media
- 4) Include references and citations as they use outside sources
- 5) Work individually on the presentation or work on it as a team

Criteria

Homework: 50%

Project: 50%

Class Expectation

The course is about enhancing one's understanding of digital economy and intellectual business at a much deeper level so as to understand the current trends and therefore to be able to predict the future developments in the areas of economy, trade, and technology. Through this course, students are expected to have a good grasp of digital economic principles along with their relevant applications concerning globalization. As they gain a better understanding of the digital world and its makeup, students could be expected to apply certain concepts such as datafication, data-driven economy in a competitive economic landscape which is everchanging.