DEPARTMENT OF DIGITAL ECONOMY AND SYSTEM ANALYSIS

Think of digital transformation less as a technology project to be finished than as a state of perpetual agility, always ready to evolve for whatever customers want next, and you'll be pointed down the right path
Amit Zavery, *VP and Head of Platform, Google Cloud*

English speaking master's program
DIGITAL ECONOMY

Disciplines of professional orientation:

- Business Engineering
- Data Analysis Technologies
- Digital Economics of Ukraine
- Intelligent Systems
- Mathematical Methods and Models of Complex Economic Systems
- Mobile Apps Development Technology

The main learning outcomes:

- To collect, process and analyze statistical data, scientific and analytical materials needed to solve complex economic problems.
- To make effective decisions in the uncertain conditions and requirements that require the application of new approaches, methods and tools of socio-economic research.
- To apply modern information technology and specialized software in socio-economic research and management of socio-economic systems.
- To develop and analyze the models of digitalization of economic processes and carry out their software implementation in the digital space.
- To know and understand modern methods of research of mathematical models and algorithms of data mining, information retrieval and knowledge in the field of economy.
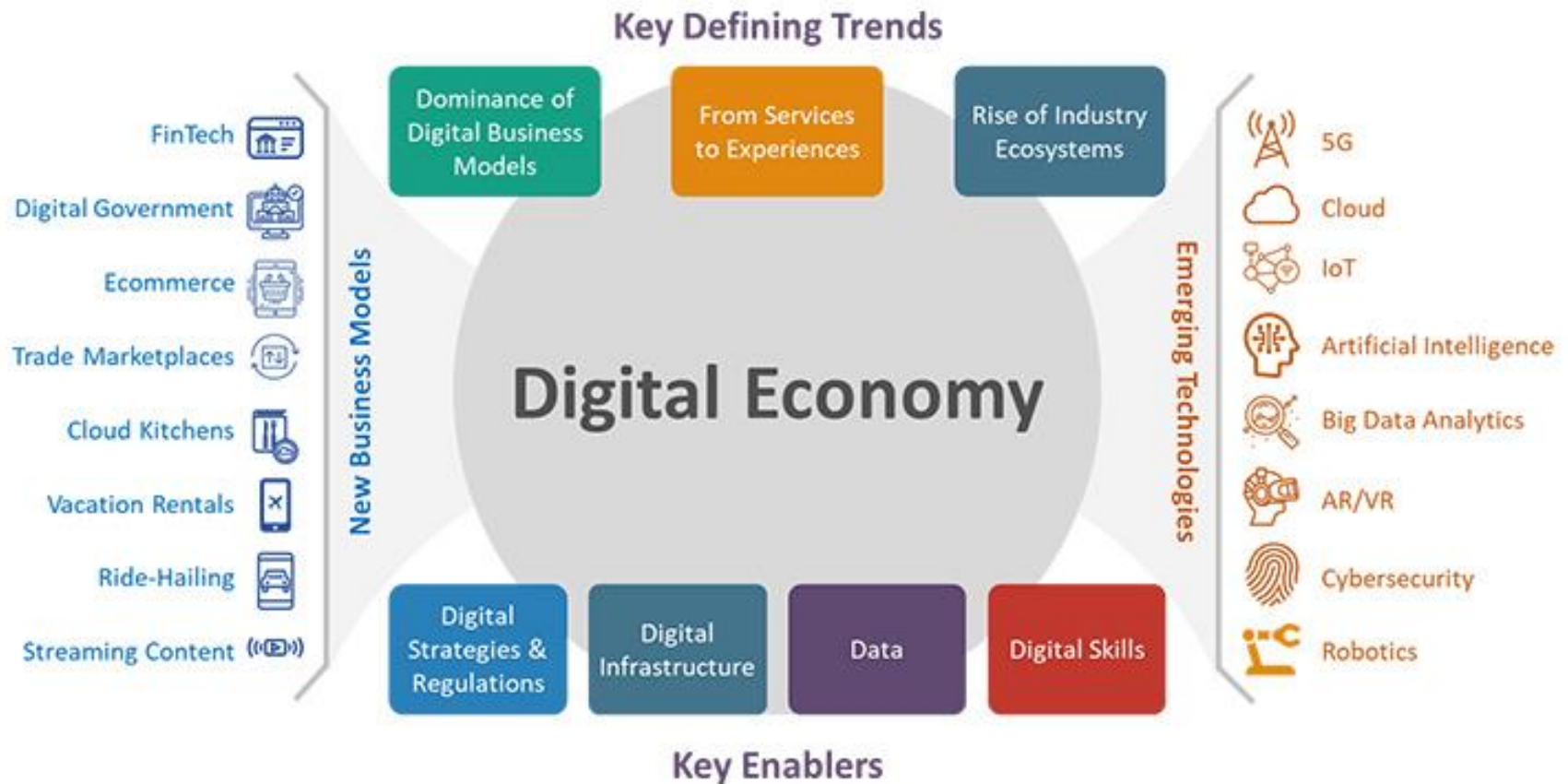
What is a Digital Economy?

The digital economy is a scientific field that deals with the application of modern digital technologies to the management of economic systems. In this area, modeling, research, and organization of management processes in economic systems are performed with the use of modern information technologies.

The digital economy is one of the most relevant and prestigious areas in higher education today. Growing computerization and informatization of all spheres of economy and public life, improvement of information modeling and decision support in any economic and social structure provide relevance and obvious prospects for digital economy professionals, – from building the Internet of Things and developing blockchain technologies to modeling global world macroeconomic processes.

The implementation of information and communication technologies around the world at a fast rate is observed on social, political, and economic fronts. Economically, technology has facilitated the growth of businesses, which leverage on the Internet connectivity and platforms. This has resulted in the increase in demand for supporting services such as e-payment gateways and express deliveries. As such, countries around the world are gearing up now for the transformation towards the future economy.

Key Defining Trends

New Business Models
- FinTech
- Digital Government
- Ecommerce
- Trade Marketplaces
- Cloud Kitchens
- Vacation Rentals
- Ride-Hailing
- Streaming Content

Key Defining Trends
- Dominance of Digital Business Models
- From Services to Experiences
- Rise of Industry Ecosystems

Digital Economy

Emerging Technologies
- 5G
- Cloud
- IoT
- Artificial Intelligence
- Big Data Analytics
- AR/VR
- Cybersecurity
- Robotics

Key Enablers
- Digital Strategies & Regulations
- Digital Infrastructure
- Data
- Digital Skills

The future economy will see economic activities transiting into the digital economy, where digital technologies form the basis of the activities. In the most developed countries, the term 'digital economy' includes both the economy and the entire society, where digitalization, as a process of transformation, has changed business models and modes, increased the pace of people's everyday lives and activities through social media, and transformed government policies and practices via online platforms.

What do we offer

- Strong career opportunities and good competitiveness on the job market in any activity
- Improvement of your knowledge of English and mastering the special terms of Digital Economy
- Problem-oriented and interactive studying methods by using modern educational technologies
- Modern IT-laboratories, including the new special computer laboratory of Digital Economy
- Highly qualified scientific and teaching staff with practical experience in the field of Digital Economy
- Possibility of parallel studies in the joint Ukrainian-Slovak master's program «International Business Analytics».

What job you will be able to get

- Computer Communications Analyst
- Computer Data Bank Analyst
- Head of the Information and Computing Center
- Information Technology Specialist
- Mathematician-analyst in Operations Research
- Professional in Economy
- Professional in Financial and Economic security
- Professional in Information, Information Analysis and Information Analytics
- Researcher (Economy)
- Researcher (Information Analytics)