

## Information Economy

**Course Name:** Information Economy

**Course Code:** GEN214

**Credit hours:** 2

**Knowledge Domain:** General Fundamentals.

**Prerequisite(s):** Introduction to IT (ITF101)

### Learning Objectives

Upon completion of this course, the student will be able to:

1. Present the main features of the new digital and information economy.
2. Realize the impact of the technological advances on the economy.
3. Show sample applications that benefit from the new economic environment such as E-government, E-learning and the Media industry.

### Learning Outcomes

1. Grasping the features of the new digital and information economy and the impact of IT on it whether now or in the future.
2. Grasping the basic concepts related to some applications in Government activities, Education and Media industry.

### Overview and Syllabus

Basic characteristics of the new economy. Impact of internetworking on business. The technological shifts affecting the information economy. Internetworked government.

Learning in the information economy environment. The new media industry.

### Course Outline

	<b>Topic</b>
1	<b><u>Module 01: Conceptual Framework of the new economy</u></b> Introduction Objectives <b>Lesson 01:</b> First Level: Basic Characteristics of the New Economy <b>Lesson 02:</b> Second Level: Fundamental concepts related to the New Economy Summary Assessment

2	<p><b><u>Module 02: Impact of Internet on Business and Induced Technological Shifts</u></b></p> <p>Introduction</p> <p>Objectives</p> <p><b>Lesson 01:</b> The Effective Individual and the High Performance Team</p> <p><b>Lesson 02:</b> The Integrated Enterprise and the Extended Enterprise</p> <p><b>Lesson 03:</b> The Internetworked Business and Induced Technological Shifts</p> <p>Summary</p> <p>Assessment</p>
3	<p><b><u>Module 03: E-Government</u></b></p> <p>Introduction</p> <p>Objectives</p> <p><b>Lesson 01:</b> What is E-Government?</p> <p><b>Lesson 02:</b> E-Government in Egypt</p> <p><b>Lesson 03:</b> The Economic Impact of E-Government</p> <p>Summary</p> <p>Assessment</p>
4	<p><b><u>Module 04: Learning In The Information Economy Environment</u></b></p> <p>Introduction</p> <p>Objectives</p> <p><b>Lesson 01:</b> Interaction Between Work And Learning</p> <p><b>Lesson 02:</b> Emergence of Lifelong Learning</p> <p><b>Lesson 03:</b> New Modes of Learning Organizations</p> <p>Summary</p> <p>Assessment</p>
5	<p><b><u>Module 05: The New Media Industry</u></b></p> <p>Introduction</p> <p>Objectives</p> <p><b>Lesson 01:</b> Digital Publishing</p> <p><b>Lesson 02:</b> Digital Broadcasting Industry</p> <p><b>Lesson 03:</b> Digital Advertising</p> <p>Summary</p> <p>Assessment</p>