

DDM4SME is a project of a transdisciplinary research consortium involving legal, IT, didactic, and management experts from the University for Continuing Education Krems (UWK, lead coordinator), Georg-August University Göttingen (UGOE), Masaryk University Brno (MUNI), and Kazimieras Simonavičius University (KSU).



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Its goal is to educate prospective founders and employees of SMEs, which constitute 99% of EU businesses, on the potentials, challenges, and risks of data-driven management. A strong understanding of the use of automated systems and related technologies for digital data management is essential for success in a data-driven economy. Having a thorough comprehension of how data can be handled from practical, organizational, and legal perspectives is crucial. Companies and individuals must know how to use data within the bounds of the law, particularly considering intellectual property or data protection, and be aware of any potential unintended consequences, such as discrimination, as well as the legal risks associated with data-driven management.

The project has organized various events aimed at disseminating knowledge about current challenges in the data-driven economy, including a summer school that took place in 2022. The objective of the summer school was to test the key elements of the LL.M. curriculum and didactic approaches used in it on a selected group of students from the participating universities.

The project's main output is a new LL.M. course on Data Economy Law. This interdisciplinary program spans two semesters, covering IT and IP Law, Data Law, Privacy and Data Protection, Trade Secrets, Competition Law, and Transnational Business Law. It aims to increase participants' employability, enhance businesses' competitiveness, and foster critical thinking towards autonomous systems. The program will be launched at the partner university, University for Continuing Education Krems, in the autumn of 2023. Pre-registration is already open for all interested parties. You can find more information on the project's website or directly on the website of Krems University.

MORE DETAILS:  
[www.ddm4sme.eu](http://www.ddm4sme.eu)

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