

DIGITAL TRANSFORMATION II: MARKET & COMPANIES

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

The students:

- understand the development dynamics of digitization in markets and industries.
- know the impact of digitization on customers, competition, products and services
- understand the changes in companies (structure, management, culture, etc.) that are triggered by digitalization.
- are able to apply proven business-related concepts and theories to digitization.

COURSE CONTENTS

- Development and change of markets, industries, and business models through digitization
- Influence of digital trends on customers, competitors, and market performance
- Effects of digitization on classical business concepts of: Companies, organization, management, culture, etc.
- Reflection and adaptation of classical business theories and models to digitization (life cycle, value chain, 5-forces, etc.)

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

4