

COURSE DETAIL

DIGITAL BUSINESS

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

138

UCEAP Course Suffix

E

UCEAP Official Title

DIGITAL BUSINESS

UCEAP Transcript Title

DIGITAL BUSINESS

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study of digital business and the emergence of the digital economy. It explores the use of technology to generate new business, the impact of digital business models on existing market sectors, as well as the growth of new digital business sectors.

Language(s) of Instruction

English

Host Institution Course Number

17630

Host Institution Course Title

NEGOCIOS DIGITALES

Host Institution Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=351&anio=2021&plan=393&asig=17...>

Host Institution Campus

Getafe

Host Institution Faculty

Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree

Grado en Empresa y Tecnología

Host Institution Department

Economía de la Empresa

Course Last Reviewed

2021-2022

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