

COURSE DETAIL

THE TECHNO-SAVVY BUSINESS

Country

New Zealand

Host Institution

University of Waikato

Program(s)

University of Waikato

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

102

UCEAP Course Suffix**UCEAP Official Title**

THE TECHNO-SAVVY BUSINESS

UCEAP Transcript Title

TECH SAVVY BUSINESS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

A key message to take away from this paper is that every business is a digital business, whether it chooses to be or not. By taking this paper you help businesses today, prepare for the business environment of tomorrow. This course presents a range of relevant, recent technological developments that should be considered by businesses today. The focus is on describing the technologies, providing the opportunity to use a number of them first-hand, and outlining the opportunities they provide businesses.

Language(s) of Instruction

English

Host Institution Course Number

DIGIB202

Host Institution Course Title

THE TECHNO-SAVVY BUSINESS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Digital Business

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