

COURSE DETAIL

DIGITAL TRANSFORMATION OF BUSINESS

Country

Denmark

Host Institution

Copenhagen Business School

Program(s)

University of Copenhagen

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

102

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL TRANSFORMATION OF BUSINESS

UCEAP Transcript Title

DIGITAL TRANSFORMAT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The evolution of digital technologies – such as Artificial Intelligence, the Internet of Things, digital platforms, and blockchain – is radically changing businesses. Information Technology (IT) is not just about improving the efficiency of existing business processes, but has the potential to bring about the creation of new services, of new business models, and of entire new industries. Digital transformation is a wide-encompassing trend that forces us to rethink the interaction between organizations, technology, and people. This course explores the phenomenon of digital transformation, with a focus on business. Students are provided with theoretical and practical tools to critically understand digital transformation at a societal, organizational, and at a consumer level. Understanding the transformative impacts of digitalization enables students to evaluate how digital technologies can be embedded in successful business strategies, and how value can be created from novel digital tools. The course features the analysis of real life cases and the critical discussion of different perspectives on the impacts of digital transformation on businesses.

Language(s) of Instruction

English

Host Institution Course Number

BA-BHAAV2702U

Host Institution Course Title

DIGITAL TRANSFORMATION OF BUSINESS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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