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 TRANSFORMATIONS OF BUSINESS

Host Institution Course Details
https://kursuskatalog.cbs.dk/2019-2020/BA-BHAAV2702U.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2020-2021

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