

COURSE DETAIL

DIGITAL DISRUPTION AND ENTREPRENEURSHIP

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

157

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL DISRUPTION AND ENTREPRENEURSHIP

UCEAP Transcript Title

DIGTL DISRUPT&ENTRP

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course analyzes the impact of digital transformation in changing the competitive landscape of several industries. Of particular interest of the course are: the disruptive nature of technological changes; the entrepreneurial ferment across industries; the interplay between incumbents and newcomers. The goal of the course is to: analyze digitalization as a context for the transformation of cultural organizations; discuss its implications for industry configuration, value appropriation, and offering configuration; compare inter-company and inter-industry competition.

Language(s) of Instruction

English

Host Institution Course Number

30383

Host Institution Course Title

DIGITAL DISRUPTION AND ENTREPRENEURSHIP

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

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