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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30383&anno=2024&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Technology

Course Last Reviewed
2023-2024

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