

COURSE DETAIL

DIGITAL STRATEGY AND TRANSFORMATION

Country

United Kingdom - England

Host Institution

University College London

Program(s)

University College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

110

UCEAP Course Suffix

N

UCEAP Official Title

DIGITAL STRATEGY AND TRANSFORMATION

UCEAP Transcript Title

DIGITAL TRANSFORMTN

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

In this course, students explore the impact of digital transformation on organizations, customers, and wider environments. Students examine different approaches to becoming a successful digital organization, while also discussing some of the "darker" sides of this digital transition. The course uses examples and case studies to develop students' understanding of current business practices and research.

Language(s) of Instruction

English

Host Institution Course Number

MSIN0051

Host Institution Course Title

DIGITAL STRATEGY AND TRANSFORMATION

Host Institution Course Details

<https://www.ucl.ac.uk/module-catalogue/modules/MSIN0051>

Host Institution Campus

Host Institution Faculty

School of Management

Host Institution Degree

Host Institution Department

Course Last Reviewed

2022-2023

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