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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