# 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 Campus**

**Host Institution Faculty**
School of Management

**Host Institution Degree**

**Host Institution Department**

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