

COURSE DETAIL

INFORMATION SYSTEMS

Country

China

Host Institution

Fudan University

Program(s)

Shanghai Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

103

UCEAP Course Suffix

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UCEAP Official Title

INFORMATION SYSTEMS

UCEAP Transcript Title

INFORMATION SYSTEMS

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course provides the knowledge and skills necessary to assess business opportunities and threats presented by new digital technologies, and the methods and approaches used by senior executives to exploit new digital opportunities and position their companies to realize higher business value. The course covers current managerial and business issues including technology investment, digital innovations, privacy and security, digital transformation, business model innovations, and business agility. Case studies are analyzed throughout presenting real-world perspectives. Assessment: group project and presentation (30%), exam (70%).

Language(s) of Instruction

English

Host Institution Course Number

ECON170016

Host Institution Course Title

INFORMATION SYSTEMS

Host Institution Campus

International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business & Economy

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