

## COURSE DETAIL

### THE DIGITAL ECONOMY

**Country**

United Kingdom - England

**Host Institution**

University of Bristol

**Program(s)**

University of Bristol

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

132

**UCEAP Course Suffix****UCEAP Official Title**

THE DIGITAL ECONOMY

**UCEAP Transcript Title**

DIGITAL ECONOMY

**UCEAP Quarter Units**

8.00

**UCEAP Semester Units**

5.30

**Course Description**

This course analyzes the issues related to the management of digital businesses. It reviews existing digital business models and applications; compares digital to other, more traditional forms of commerce; and describes its major opportunities, limitations, issues and risks. It provides a more detailed knowledge of some of the more successful business and revenue models in digitally-based businesses. Students discuss the application of these models to emerging markets and how these models enable innovation and societal benefits.

**Language(s) of Instruction**

English

**Host Institution Course Number**

EFIM30040

**Host Institution Course Title**

THE DIGITAL ECONOMY

**Host Institution Campus**

University of Bristol

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

School of Economics, Finance and Management

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