

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 Course Details

<https://www.bris.ac.uk/unit-programme-catalogue/UnitDetails.jsa?unitCode=EFIM30...>

Host Institution Campus

University of Bristol

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

School of Economics, Finance and Management

Course Last Reviewed

2019-2020

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