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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