COURSE DETAIL

DIGITAL STRATEGY
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Graduate
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 207
UCEAP Course Suffix
UCEAP Official Title DIGITAL STRATEGY
UCEAP Transcript Title DIGITAL STRATEGY
UCEAP Quarter Units 2.50
UCEAP Semester Units 1.70

Course Description
This course examines the potentialities offered by omni-channel integration, mobile connectivity, social media, and big data in order improve the quality of interactions with customers and business partners, and to enable new approaches to product development by implementing open innovation activities. The course discusses customer empowerment and direct customer involvement into the core product development and commercialization activities through the Web. The course focuses on the emerging business models and their effective management, and considers the implications for both manufacturers and distributors, either in business-to-consumer or business-to-business markets. Attention is paid to both online pure players (e.g., Amazon.com; BravoFly.com) - whose main goal is to leverage the Internet to directly build customer value and brand value - and traditional companies (Ducati.com; IBM.com; Vodafone.com; Walmart.com) - which use technology in order to better leverage and integrate their activities. More broadly, the course analyzes the main opportunities and challenges emerging in the digital landscape, by exploring new developments in business and marketing management. The course consists of a hybrid of lectures, cases, and guest speaker sessions.

Language(s) of Instruction
English

Host Institution Course Number
10840

Host Institution Course Title
DIGITAL STRATEGY

Host Institution Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
SDA Bocconi - School of Management

Course Last Reviewed

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