

COURSE DETAIL

DIGITAL BUSINESS & SOCIAL MEDIA STRATEGY

Country

Ireland

Host Institution

University College Dublin

Program(s)

University College Dublin

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

119

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL BUSINESS & SOCIAL MEDIA STRATEGY

UCEAP Transcript Title

DIGITAL BUSINESS

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

Digital Business is rapidly evolving and today it should be regarded being a central resource in the pursuit of business objectives and strategies. As a result, the role of Digital Business in organizations needs to be re-evaluated to develop a sophisticated understanding of how it supports today's organization to gain and sustain competitive advantage in the marketplace. Incorporating a generic Digital Business Framework, this applied course evaluates and discusses components of a comprehensive Digital Business strategy and investigates its impact on different industry sectors.

Language(s) of Instruction

English

Host Institution Course Number

MIS20040

Host Institution Course Title

DIGITAL BUSINESS & SOCIAL MEDIA STRATEGY

Host Institution Course Details

https://hub.ucd.ie/usis/!W_HU_MENU.P_PUBLISH?p_tag=MODULE&MODULE=MIS20040

Host Institution Campus

University College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2023-2024

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