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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