COURSE DETAIL

DIGITAL BUSINESS
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 138
UCEAP Course Suffix C
UCEAP Official Title DIGITAL BUSINESS
UCEAP Transcript Title DIGITAL BUSINESS
UCEAP Quarter Units 5.00
UCEAP Semester Units

3.30

Course Description

This course offers a study of digital business and the emergence of the digital economy. It explores the use of technology to generate new business, the impact of digital business models on existing market sectors, as well as the growth of new digital business sectors. NOTE: This course is the same as BUS 138 but taught in the UC3M International School.

Language(s) of Instruction
English

Host Institution Course Number
19714

Host Institution Course Title
NEGOCIOS DIGITALES

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=84&anio=2024&plan=499&asig=197...

Host Institution Campus
GETAFE

Host Institution Faculty
Escuela Internacional Carlos III

Host Institution Degree

Host Institution Department
International Business Program

Course Last Reviewed
2024-2025

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