

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

DIGITAL BUSINESS

Host Institution Campus

GETAFE

Host Institution Faculty

Escuela Internacional Carlos III

Host Institution Degree

Host Institution Department

International Business Program

[Print](#)