

# COURSE DETAIL

## DIGITAL STRATEGY

**Country**

Italy

**Host Institution**

University of Commerce Luigi Bocconi

**Program(s)**

Bocconi University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

148

**UCEAP Course Suffix****UCEAP Official Title**

DIGITAL STRATEGY

**UCEAP Transcript Title**

DIGITAL STRATEGY

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

In today's rapidly evolving digital landscape, businesses face both immense opportunities and significant challenges. The pervasiveness of digital channels and artificial intelligence is reshaping the business landscape, giving rise to innovative business models and transforming the way companies interact with their customers. The Digital Strategy course delves into the intricacies of this dynamic environment, equipping students with the knowledge and skills to navigate these transformative changes and thrive in the digital era. This course aims to deepen the evolution of policies and strategies for interaction with the market and innovation in the field of the digital economy. The main emerging business models and their management principles are analyzed, with reference both to players present exclusively online, whose main objective is to use the network to directly create value, as well as to companies that use the Web and mobile technology to enhance and complete their traditional activities, according to an intrinsically integrated strategic approach. In this perspective, the most recent developments in content management, gamification, metaverse, and digital products are explored. The course features technology-enhanced lectures, guest speakers who will bring their real-world experience and expertise, case studies, and group work.

### Language(s) of Instruction

English

### Host Institution Course Number

30525

### Host Institution Course Title

DIGITAL STRATEGY

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

## **Host Institution Department**

Management and Technology

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