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 courses 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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30525&anno=2025

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Technology

Course Last Reviewed
2024-2025

[Print](#)