

COURSE DETAIL

DIGITAL BUSINESS MODELING AND COMPETITIVE STRATEGY

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

Pompeu Fabra University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

162

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL BUSINESS MODELING AND COMPETITIVE STRATEGY

UCEAP Transcript Title

DIGITAL BUS MODELNG

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The course examines strategic management, digital transformation, disruptive innovation, and the impact of technology on competitive environments and business models. Topics include industry and value-chain analysis, Porter's Five Forces, technological disruption, emerging technologies such as artificial intelligence, blockchain, IoT, robotics, and data analytics, and the relationship between technology and business development. The course also explores digital business models, multi-sided platforms, network effects, KPIs and metrics, monetization strategies, and growth models.

Language(s) of Instruction

English

Host Institution Course Number

52194 (80140)

Host Institution Course Title

DIGITAL BUSINESS MODELING AND COMPETITIVE STRATEGY

Host Institution Course Details

https://uceap.sharepoint.com/:b:/s/DocumentLibrary/IQDzr18sEfALTbOLcjrPOvpbAa_y...

Host Institution Campus

Born Campus

Host Institution Faculty

ESCI School of International Business (Escola Superior de Comércio Internacional)

Host Institution Degree

Host Institution Department

International Business Program (IBP) at ESCI

Course Last Reviewed

2026-2027

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