

DIGITAL TRANSFORMATION I: BASICS

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

The students:

- know the basics and basic concepts of digitization (with corresponding cross-reference to economics).
- gain an overview of the most important topics and theories of digitization.
- recognise the interrelationships and have a basic understanding of how digitization affects the economy.
- develop an active interest in digitization and can place it in a broader context (i.e. not just technology or IT).

COURSE CONTENTS

- Introduction and history of the development of digitization
- Basic concepts and basic theories of digitization
- Overview of the factors influencing Markets & Companies through digitization
- Overview of the connections between digitization and classical business-related management functions (marketing, sales, HR, R and D, etc.)

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

4