

New Study Track: DIGITAL BUSINESS



INTERNATIONAL BUSINESSES need people who can think creatively and grasp the opportunities offered by the ongoing digital change. Digitalization makes available countless new ways to create customer value and this in turn means new value opportunities for businesses. To make the best of such opportunities you should understand the logic behind digital business models but also have first-hand experience of working out digital processes and contents.

IN THE DIGITAL BUSINESS track you will get to know current outlook on digital business models and digitalization of business processes. You will also have a good understanding of the possibilities offered by digital manufacturing as well as the challenges involved in automation. You will possess sufficient practical skills for start-up operations online or for managing outsourced content production.

MODULE 1: Introduction to Digital Business (15 cr)

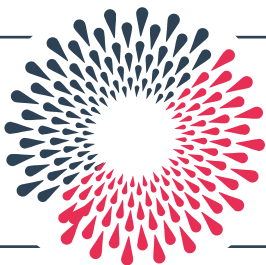
- Digital Business Models (5 cr)
- Digital Business Processes (5 cr)
- Introduction to Industrial Automation (5 cr)

MODULE 2: Online Business (15 cr)

- E-Commerce Web Design (5 cr)
- Digital Marketing (6 cr)
- Data Security and Digital Law (4 cr)

Module 3: Digital Content Creation (10 cr)

- Online Business Project (5 cr)
- Video Production (3 cr)
- Current Trends in Digital Business (2 cr)



NEW IN THE 2018 CURRICULUM

Offered in cooperation with the School of Technology

FURTHER INFORMATION

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