

## Course Description – Summer 2025

<b>Title</b>	Digital Business
<b>Faculty</b>	Business and Economics
<b>Professor</b>	Prof. Dr. Anna N. Richter
<b>ECTS</b>	5
<b>Level</b>	Bachelor
<b>Requirements</b>	-
<b>Add. Information</b>	Students have to take a comprehensive written in-class examination.
<b>Content</b>	Students acquire knowledge about the essential aspects of digital markets and digital businesses. In the first part, a basic understanding of digital markets is developed. In the second part, various aspects of digital business are discussed. The teaching and learning methods include the provision of foundational knowledge and the application of this knowledge to problems discussed in different case studies.