

Course Description – Summer 2022

Title	Digital Business
Faculty	Business and Economics
Professor	Prof. Gema García Luján Ávila
ECTS	5
Level	Bachelor
Requirements	-
Add. Information	Students have to take a comprehensive written in-class examination.
Content	Students gain knowledge of 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 models are discussed. The teaching and learning methods include the provision of basic knowledge and the analysis of case studies.