Digital Disruption

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1. Course description / Introduction to the course

The course aims to help participants understand the reasons why digitization is changing the competitive rules of the game in different industries.

Based on the knowledge that participants have of digital technologies, it is intended that they understand how these technologies are changing the way in which organizations define their strategies.

2. Learning objectives and competencies

During the sessions, key concepts to understand it will be introduced, such as disruptive technologies, digitization, business models, network effects, or digital platforms.

Finally, there will be a brief reflection on the social, political and business impact of digital platforms.

3. Course format and methodological approach

Lectures combined with case discussion, readings of professional articles and workshops in groups.

Development of a project in groups.

4. Course Contents

Understand why digital platforms think strategically differently than pipelines

1. Digital Business and its impact on Management.
2. Disruptive technologies
3. Digitization
4. Business models
5. Digital platforms
6. Strategies

- Network effects
- Multihoming
- Differentiation

5. Materials

Slides, articles and videos will be provided in class

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