DIGITAL BUSINESS MODELS: EXAMPLES & SUCCESS FACTORS

Lernziele

• You can clarify important terms of Digitization and Digital Business Models.

• You can give specific examples for Digital Business Models.

• You know economic effects of digitization and its impact on business models.

• You can name relevant success factors and determinants of Digital Business Models.

• You can explain strategies of the development of Digital Business Models.

Lehrinhalte

• Digital Business Models – Examples

• Digital Business Models – Success factors

Dauer	1 hour 45 minutes
Voraussetzungen	Principals of business administration and Information Systems
Sprache	EN
Didaktisches Konzept	29 interactive learning contents 10 audios 11 interactive learning success controls
Abschluss	Teilnahmebescheinigung
Kursgebühr	59 EUR