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
Kursgebühr	59 EUR