

MBS recherche un.e intervenant.e

Digital Business Transformation

Digital business is disrupting the economy: computers and robots are increasingly replacing humans, while organizations flatten benefitting a few behemoths and many small companies. In this course we will look at a large variety of examples of digital business and study the benefits and drawbacks of their activities. McAfee & Brynjolfsson (2017) see digital business as a sector that brings about and takes advantage of three distinct but related trends: Machines taking over activities traditionally carried out by human, the ever more present intermediation by platforms of consumer-producer interactions, and the increasing role of outsiders in organizations that run as digital business. After an introductory session devoted to its organization and approach, this course devotes three separate blocks of six sessions to each of these trends. Finally, Digital Marketing and all the social media impact will be analyzed and the students will comprehend the implication in the current business context.

Planning indicatif (ajustable):

09/01/2023	14:00	17:00	29/03/2023	08:00	11:00
11/01/2023	09:30	12:30	31/03/2023	09:30	12:30
11/01/2023	15:30	18:30	03/04/2023	09:30	12:30
12/01/2023	09:30	12:30	04/04/2023	09:30	12:30
17/01/2023	14:00	17:00	05/04/2023	09:30	12:30
18/01/2023	09:30	12:30	05/04/2023	14:00	17:00
18/01/2023	14:00	17:00	06/04/2023	09:30	12:30
24/01/2023	14:00	17:00	07/04/2023	09:30	12:30
25/01/2023	09:30	12:30	11/04/2023	09:30	12:30
25/01/2023	14:00	17:00	11/04/2023	14:00	17:00
27/03/2023	08:00	11:00	12/04/2023	09:30	12:30

Programme Bachelor

Cours en **anglais** de 30h

- 24h synchrone
- 6h asynchrone

- Etudiants 3^{ème} année
- 3 groupes d'étudiants en cursus continu

Contact

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