Faculty: Business, Finance and Law
Programme: Doing Business in a Digital Age (DBDA), 30 ECTS
Location: Rotterdam

Course code	Course title and description	ECTS	Term	Prerequisites	Extra info
	Doing Business in a Digital Age - Part 1-2	*2x15 = 30*	*3-4*	*International Business*	*Profile with an special interest in marketing and social media*

Course content	Web technology and social media has forced us to redefine the way our business activities and business tools. A number of previous paradigms, tools and construction principles just don't work anymore.
	This differentiation minor provides students with operational capabilities that allow them as an entrepreneur to really understand the impact of the Internet in life and work and, e.g. how and why the Internet impacts business logic, business strategy, organization, management and control and the way we develop new businesses and organize work in a global environment. The curriculum focuses on translating these concepts into practical courses of action in the various domains in a company, e.g. financial management, HRM, Marketing & Sales, ICT and ethical/legal aspects. We will pay special attention to the role of new media and business ICT alignment in setting up new businesses.
	The focus in the first part of this program is on how the changing digital environment has affected business and society as a whole. It will reflect issues related to capturing the right trends in the ever changing (digital) environment and how that can be used for creating additional value for the ever changing consumer.
	The second part will focus on the micro-economic effects of the digital environment on business. Students will be able to reflect upon the major trends created by the digital age, translate these into a real business situation and create successful digital strategies by aligning and applying specific digital tools.
	It is important that the students not only understand the major forces of the digital environment and their impact on business and society, but also develop and apply their own distinctive knowledge and practical skills in the creation of a successful digital enterprise. The program will consist of the following modules:

Term 1/3	ECS
Digital Business and Society	3
Diginomics	2
Digital Business	3
Digital Marketing Part 1	2
Digital Business Trends	5
Term 2/4	ECTS
Corporate Analysis	2
Legal and Ethical Aspects	2

Strategic Management	3	
Digital Marketing Part 2	2	
Marketing Trends	1	
Digital Business Skills	5	

Teaching methods	The teaching methods will include lectures, class discussion, interactive presentations, project coaching, seminars, guest lectures, film materials etc. Students are encouraged to be self-sufficient throughout the Differentiation Minor. This entails attending classes and project group meetings; reading the relevant study materials; researching specific issues; and engagement with peers and teachers.
Level of course	Bachelor 3
Assessment methods	These six units will give a total of 15 ECs. At the end of each term there will be assessments in the form of knowledge exams, Case Study and the presentation/submission of student projects.
Contact person	Irina.rasseino@inholland.nl / Study Abroad Advisor (Rotterdam/The Hague)
Lecturers	To be determined
Prerequisites	☐ English language B2 CEF or higher level ☐ General computer literacy
Objective of the course	Understanding and application of digitalization effects: - Re-Shaping our Lives - Blogs, Wikis & YouTube. - Social Networking - Facebook, Twitter etc. - The Information Society. - Re-branding Social & Political Life. - Locating the State, Corporations & The Individual on the web. - Case Studies, such as: Google; Amazon; Microsoft; Political Campaigns; Advertising. - Integrity & The Web. - Historical Context of the Internet.
Special remarks	-
Recommended reading	Electronic Commerce 2010: A Managerial Perspective, E. Turban, 6th edition, ISBN 978-0-13- 703456-9, Pearson 2010 (www.pearsonglobaleditions.com/turban)About analogue life in a digital world, How Cyber Commotion impacts your business' and private life, Professor Frans van der Reep (ed) and Peter van den Heuvel (eo), nov 2005 - Information: A Very Short Introduction by Luciano Floridi - (2010, Oxford University Press) - Unified Organizations. Do you fit in, Peter van den Heuvel, oct 2010 (downloadable) - Internet Marketing: Strategy, Implementation and Practise, D.Chaffey, F. Ellis-Chadwik, R.Mayer, K. Johnson, 4the edition, ISBN 978-0-273-71740-9, Prentice Hall