TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Estrategia y Modelos de Negocio Digitales/ Digital Business Models
Subject code	E000013561
Mainprogram	Grado en Análisis de Negocios / Business Analytics por la Universidad Pontificia Comillas
Involved programs	Grado en Análisis de Negocios/Bachelor in Business Analytics [Second year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	Alejandro Cadenas González
Schedule	Check the timetable of this module for this academic year.
Office hours	Contact the lecturer to arrange office hours.
Course overview	Within the framework of the strategic management of the company, the subject Strategy and Digital Business Models places special emphasis on innovation in business models, recognized in recent years as a source of more sustainable competitive advantage. Information visualization tools, network analysis, and classification and prediction techniques are applied to identify new business opportunities, potential underserved markets, new products and services, and above all, new business models in digital ecosystems. With a major focus on the discussion of cases from different sectors and industries, the keys to creating, generating, and capturing value for the customer in these new models will be analyzed. Essential problems will be addressed, such as platform business models and the identification of stakeholders involved at each end. Network effects will be analyzed as keys to generating value and defending competitive advantage. Likewise, the new competitive dynamics and key aspècts tp

Teacher Information	
Teacher	
Name	Alejandro Cadenas González
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Upon completing the Digital Business course, students will have acquired the following competencies: the ability to identify, analyze, and design various digital business models, understanding their characteristics and applications; the skill to create and execute effective digital product launch processes using different channels and digital tools; and the competence to collect, analyze, and interpret digital data to

inform business decisions and improve performance. Additionally, they will be prepared to identify digital transformation needs within their organizations, adapting to technological and market changes. They will also have the capability to develop and manage digital business strategies and ensure the customer experience on digital platforms.

Prerequisites

To make the most of the Digital Business course, it is recommended that students have basic knowledge of business fundamentals, including business models and financial principles, as well as an introduction to marketing and basic digital literacy. These prerequisites ensure an initial understanding of the digital and business management concepts necessary to effectively follow the course.

Competencies - Objectives

Learning outcomes

- **Resultado de aprendizaje (1)**   *Explain how data analysis techniques can be applied in the identification of new bu opportunities. .*

- **Resultado de aprendizaje (2)**   *Interpret the keys to the creation, generation and capture of value of digital bu models*

- **Resultado de aprendizaje(3)**   *Recognize the specificity of the digital business models strategic decisions.*

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Introduction to Digital Business

Understanding Digital Business

Evolution and History of Digital Business

Key Concepts in Digital Business

Types and Classification of Digital Business Models (DBMs)

Overview of Digital Business Models

Types of Digital Business Models

Platform-Based Business Models

Subscription and Freemium Models

Design of a Digital Business

Developing a Digital Business Strategy

Digital Marketing Fundamentals

Creating a Value Proposition

User Experience (UX) Design

Execution of a Digital Business and Key Aspects

Launching a Digital Business
Commercial Strategies
Customer Experience and Personalization
Cybersecurity and Legal Considerations
Ethical considerations
Data Analytics in Digital Business
Importance of Data in Digital Business
Data Collection and Analysis Techniques
Key Trends and Future Aspects to Consider in Digital Business
Emerging Technologies in Digital Business
Trends in Digital Business
Innovation and Entrepreneurship
Preparing for Continuous Digital Disruption

TEACHING METHODOLOGY

General methodological aspects of the subject
The course is practical and applied in nature. During in-person classes, theoretical content and key concepts will be reinforced, followed by application exercises/cases. The use of ChatGPT or other Generative AI in any assessment activity that is not explicitly authorized by the professor will be considered a serious offense according to the University's General Regulations, Article 168.2.e: "undertaking actions aimed at falsifying or defrauding academic performance evaluation systems." The consequences of this will be "temporary expulsion of up to three months or the prohibition of taking exams in the next session following the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] in addition to a failing grade (0) in the respective subject." In other words, the use of ChatGPT or other Generative AI is prohibited for any assessment activity unless the professor has explicitly indicated that it can be used.
In-class Methodology: Activities
Expository Lessons0 Exercises and Case/Problem Solving Public Presentation of Topics Group Dynamics
Non-Presential Methodology: Activities

Preparation of Presentations

Individual Work

Group Work

SUMMARY STUDENT WORKING HOURS

Class on site	Preparation of exercises, activities, discussions	Presentation of topics in class	Preparation of group proje
40	45	20	45

EVALUATION AND CRITERIA

Item	Description	Weight in final evaluation
Final individual exam theory & practice	Numeric rating 0-10	50%
Team project	One or several activities to be prepared iwithin a team	25%
Continuous evaluation of activities	Small tests and activities during class	15%
Active participation in class	Attitude and participation in the casses	10%

Ratings

A score of 5 is required on the final exam to pass the course

In the extraordinary session, the best of the following two options will be considered:

1. Using the same criteria as in the ordinary session.

2. Considering only 100% of the final exam grade from the extraordinary session.

In the third and subsequent sessions, the final grade will correspond to the final exam grade.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

"Modelos de negocio digitales", Ignacio Somalo

"The Fourth Industrial Revolution" by Klaus Schwab

"Machine, Platform, Crowd: Harnessing Our Digital Future" by Andrew McAfee and Erik Brynjolfsson

Complementary Bibliography

"Business Models and Digital Technology Platforms", Bartczak, Krzysztof, 2024

"Digital Business" Schellinger, Jochen;Tokarski, Kim Oliver;Kissling-Näf, Ingrid