



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

GUÍA DOCENTE

2025 - 2026

FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura

Nombre completo	Negocios Digitales/Digital Business
Código	E000013728
Impartido en	Máster Universitario en Análisis de Negocio / Master in Business Analytics [Primer Curso]
Nivel	Postgrado Oficial Master
Cuatrimestre	Semestral
Créditos	3,0 ECTS
Carácter	Obligatoria
Departamento / Área	Departamento de Gestión Empresarial
Responsable	Alejandro Cadenas

Datos del profesorado

Profesor

Nombre	Alejandro Cadenas González
Departamento / Área	ONEXED
Correo electrónico	acadenasg@icade.comillas.edu

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura

Aportación al perfil profesional de la titulación

The Digital Business course provides students with an in-depth understanding of how digital technologies transform business models, strategies, and operations. It will equip students with key competencies in digital technologies applied to business, business options to leverage the digital capabilities, data analytics, and specific strategies, essential for professional profiles in business administration, marketing, and entrepreneurship. Students will develop practical and strategic skills, enabling them to lead digital transformation in their future organizations, effectively adapting to and responding to an ever-evolving business environment.

Prerrequisitos

Although no previous knowledge is specifically required, to fully leverage the Digital Business course and gain maximum benefit, students should ideally possess a basic understanding of business principles, some basic level of marketing concepts and some basic digital literacy.

Competencias - Objetivos

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

Digital Business: Table of Contents



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Module 1: Introduction to Digital Business

1.1. Understanding Digital Business

- Definition and scope of digital business.
- Differences between digital and traditional businesses
- Key drivers of digital transformation

1.2. Evolution and History of Digital Business

- Milestones in digital business development
- Technological advancements and their impact on business

1.3. Key Concepts in Digital Business

- Overview of digital business strategies
- Digital ecosystems and platforms

Module 2: Types and Classification of Digital Business Models (DBMs)

2.1. Overview of Digital Business Models

- Definition and importance of business models in the digital context
- Criteria for classifying digital business models

2.2. Types of Digital Business Models

- B2B (Business-to-Business)
- B2C (Business-to-Consumer)
- C2C (Consumer-to-Consumer)
- B2G (Business-to-Government)



2.3. Platform-Based Business Models

- Characteristics and examples of platform-based models
- Network effects and scalability

2.4. Subscription and Freemium Models

- Principles of subscription-based businesses
- Transitioning from freemium to premium models

Module 3: Design of a Digital Business

3.1. Developing a Digital Business Strategy

- Key components of a digital business strategy
- Steps for creating a digital business plan

3.2. Digital Marketing Fundamentals

- Overview of digital marketing channels
- Strategies for digital marketing campaigns

3.3. Creating a Value Proposition

- Understanding customer needs and preferences
- Designing products and services for digital markets

3.4. User Experience (UX) Design

- Importance of UX in digital business
- Best practices for creating engaging digital experiences

Module 4: Execution of a Digital Business and Key Aspects



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4.1. Launching a Digital Business

- Steps to launch a digital business
- Key considerations for a successful launch

4.2. Commercial Strategies

- Effective product listing and pricing strategies
- Customer acquisition and retention techniques

4.3. Customer Experience and Personalization

- Techniques for enhancing customer experience
- Role of personalization in digital business

4.4. Cybersecurity and Legal Considerations

- Importance of cybersecurity in digital business
- Overview of relevant legal and regulatory issues

Module 5: Data Analytics in Digital Business

5.1. Importance of Data in Digital Business

- Role of data in decision-making processes
- Types of data and their sources

5.2. Data Collection and Analysis Techniques

- Methods for collecting digital data
- Basic data analysis techniques and tools

Module 6: Key Trends and Future Aspects to Consider in Digital Business



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6.1. Emerging Technologies in Digital Business

- AI, IoT, blockchain, AR/VR
- Business applications and potential impacts

6.2. Predicting Future Trends

- Emerging trends and technologies in digital business
- Impact on various industries

6.3. Innovation and Entrepreneurship

- Fostering innovation in digital business
- Case studies of successful digital entrepreneurs

6.4. Preparing for Continuous Digital Disruption

- Strategies for staying ahead of digital trends
- Importance of agility and adaptability

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

RESUMEN HORAS DE TRABAJO DEL ALUMNO

Lecciones de Carácter expositivo	Ejercicios y resolución de casos y de problemas	Exposición pública de temas	Dinámica de grupo
16	6	6	2



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EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Final Project	Numeric rating, 0 to 10	50 %
Group assignments	Numeric rating, 0 to 10	25%
Continuous evaluation based on discussions, assignments etc	Demonstrated interest in the subject matter, evaluation through small tests and/or in-class exercises, etc. This includes the group dynamic activities that will be carried out during the course.	15%
Active participation of student		10 %

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

Contents uploaded to Moodle and discussed in class

Bibliografía Complementaria

- "Platform Revolution: How Networked Markets Are Transforming the Economy—and How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary
- "Lean Analytics: Use Data to Build a Better Startup Faster" by Alistair Croll and Benjamin Yoskovitz
- "The Fourth Industrial Revolution" by Klaus Schwab
- "Machine, Platform, Crowd: Harnessing Our Digital Future" by Andrew McAfee and Erik Brynjolfsson