



Universidad  
de Navarra

*Digital Businesses\_20 (F. Económicas)*

*Guía docente 2023-24*

[Professor Alejandro Ruelas-Gossi Bio 200 words. 2023.docx](#)

## PRESENTACIÓN

Breve descripción:

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### Digital Businesses\_20 (F. Económicas)

- **Brief description**

- Digital has been in the mind of business leaders since the emergence of the internet. But for the digital native generation, Digital has become its platform. This conundrum has created at least 3 types of Digital Businesses: Digital Giants (Amazon, FaceBook, Google), Bricks to Clicks, and the Born-Digital. In this course, we will introduce a methodology that encompasses all, in an All-In Digital Strategy, through four synergic phases. We will learn that crisis like the financial-2008, and the pandemia-2020 have produced a new cadre of firms: firms based on an algorithm. Algorithm Firms do not follow the traditional and conventional path of egocentrism. Algorithm Firms are Allocentric, to the extent that they work as platforms, where you orchestrate other's value offers – while strengthening your core. Accordingly, its value proposition offer is always in expansion – think in the apps on the iPhone – and it is in a neverending transformation. Allocentric, Algorithm Firms move across industries, and their vision – is deliberately fuzzy by design.

- **Type:** Required
- **ECTS:** 3
- **Course and semestre:** 2nd - 2nd
- **Language:** English
- **Title:** International degree of Management
- **Módulo y materia de la asignatura:** Elective and Specific Elective
- **Professor:** Alejandro-Ruelas Gossi - argossi@unav.es
- **Timetable:** Wednesdays, 10:00 am -- 12:00 pm.
- **Room:** Planta 0. Aula 04. Edificio Amigos.

## COMPETENCIAS

CEOP7: Analyze current trends in the design of objectives and/or strategies in the company.

CEOP8: Develop objectives, strategies and/or projects in the field of production, logistics and marketing.

CEOP9: Identify new trends in the field of marketing, operations and/or business models.

CEOP10:

Develop practical cases that describe the strategy of a company and the key factors in the competitiveness



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- CEOP11:  
Master project management and process analysis methodologies as basic tools for decision-making in a company.

## PROGRAMA

- see the syllabus attached.
- [Digital Businesses. Universidad de Navarra. Spring 2024..docx](#)

## ACTIVIDADES FORMATIVAS

Classes: 30 hours

Individual work: 20 hours

Class preparation: 25 hours

## EVALUACIÓN

### CONVOCATORIA ORDINARIA

#### ASSESSMENT

- 60% individual assignments for session 1 to session 6 (see program).
- 40% Group Assignments (sessions 7 to session 10 (see program)).

In this course, attendance is paramount. If you don't attend classes, your assignments grades will be reduced by the % of non-attendance.

### CONVOCATORIA EXTRAORDINARIA

#### ASSESSMENT

- 60% individual assignments for session 1 to session 6 (see program).
- 40% Group Assignments (sessions 7 to session 10 (see program)).

## HORARIOS DE ATENCIÓN

Please send an email to make appointments.

## BIBLIOGRAFÍA

- See "Bibliographic Contents", and the link to the Harvard Business School CoursePack.



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