Theories of Digital Business

Full name of the professor: PhD in Economics Vartanyan A.A..

Place of the course in the Master's programme: elective course, 4 trimester.

Brief content of the course: Concept of Digital Transformation; Transformation of Information Technologies in the company; Big Data as an element of Digital Transformation; Agile approach in project development; The Internet of Things in the modern business; Artificial intelligence and machine learning; Neural networks and blockchain technology; Examples of building a digital business.

Within the framework of this discipline, the main ways and methods of applying modern digital technologies in company management will be considered. Based on the results of this course, students will be able to understand and apply the process management techniques of the leading digital companies in the world.

Workload of the discipline is 6 ECTS, 216 hours.

Language of instruction: English.

Course midterm control is conducted in the form of final projects presentation.