



## Course syllabus

School of Business and Economics  
Department of Marketing and Tourism Studies

1EM612 Business Intelligence och musikindustrin, 7,5  
högskolepoäng  
Business Intelligence and Music Industry, 7.5 credits

### **Subject**

Other Subjects within Social Science

### **Level**

First cycle

### **Progression**

G1F

### **Date of Ratification**

Approved 2024-06-10.

Revised 2024-06-12.

The course syllabus is valid from spring semester 2025.

### **Prerequisites**

Digital Distribution, Technology and Communication 7,5 credits, or the equivalent.  
English 6, or the equivalent.

### **Objectives**

After completing this course the student should be able to:

- describe how analysis of available data can contribute to competitive advantages in the music industry
- reflect on possibilities with statistical business intelligence
- analyze and evaluate decision making and strategy development based on formal and informal information
- demonstrate knowledge of how different statistical tools in the music industry works
- explain what type of information and data that can be collected and used in the music industry

## Content

The course contains:

- from data to knowledge
- internal and external systems for activity analysis
- data analytics and competitive advantages
- music industry related platforms for statistical compilations and analytics
- music industry databases and their use

## Type of Instruction

The course consists of lectures, workshops and seminars.

## Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through a group assignment that is presented orally 3.5 credits and an individual written report 4 credits.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

## Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

## Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:  
1EM600, 7.5 credits

## Required Reading and Additional Study Material

### Required Reading

Davenport, T.H. *Competing on Analytics*. Harvard Business Review Press. Latest edition. About 320 pages.

Compendium. About 200 pages.