



Course syllabus

Faculty of Technology

Department of Informatics

1IL511 Affärs- och tjänsteutveckling, 7,5 högskolepoäng

1IL511 Business and Service Development, 7.5 credits

Main field of study

Informatics

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2013-09-02

Revised 2021-11-17 by Faculty of Technology.

The course syllabus is valid from autumn semester 2022

Prerequisites

45 credits in Informatics or equivalent.

Objectives

The course aims to introduce the student to business and service development, as well as digital the role of innovation therein. The course should therefore expose the student to the entire life cycle of a digital service, in a business context, from a customer need, via analyses, design, implementation, to the service's management, evaluation, and termination. As an effect, it should successful student obtain basic knowledge, skills and assessment skills, regarding the development and management of digital services.

After the course is completed the student should:

- A.1 have knowledge of what business development is, as well as its various forms
- A.2 have knowledge of the effect of digital transformations on established business models
- A.3 have knowledge of what service development is
- A.4 have knowledge of the life cycle of a service, and its different phases
- A.5 have knowledge of the role that information and its handling have for

services

- A.6 have the ability to finish tasks within specified time frames,
- A.7 have a basic skill to design proposals for a new digital service and how it should be realized, controlled and evaluated.
- A.8 have a basic ability to assess an existing digital service and analyze it and present its strengths and weaknesses

Content

Following topics are included in the course: Characteristic of a business operation

Business development:

- customers and their needs
- offers and their nature
- competitors and their dynamics
- operations and its components
- digital capabilities and their creation

Services:

- Products: services, goods, and Service Dominant Logic
- services and e-services
- life cycle of services: analysis, design, implementation, management, evaluation, termination

Service requirements:

- information, its analysis, dissemination, storage and presentation
- information and communication systems
- support organization: roles, skills, governance
- different sources and strategies for revenue from services

Type of Instruction

The teaching consists of lectures and seminars.

Examination

The examination of the course is divided as follows:

Code	Designation	Grade	Credits
2201	Group assignment	U/G	4,50
2202	Exam	U/G/VG	3,00

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Assessment of the students' performance takes place through presentation of group assignments and an individual exam. The students' achievements are distributed according to the table below. Course grades are determined by weighing together the examination elements. Students who do not pass the regular examination will be offered retrials close to the regular examination. On request, the student can get his grade translated according to the ECTS scale. Such a request must have been received by the examiner before grading.

Objectives achievement

The examination elements are linked to the course objectives in the following ways:

Goal	2201	2202
A.1	<input checked="" type="checkbox"/>	
A.2		<input checked="" type="checkbox"/>
A.3		<input checked="" type="checkbox"/>
A.4	<input checked="" type="checkbox"/>	
A.5		<input checked="" type="checkbox"/>
A.6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
A.7	<input checked="" type="checkbox"/>	
A.8	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Course Evaluation

During the course or in close connection to the course, a course evaluation is to be carried out. The result and analysis of the course evaluation are to be communicated to the students who have taken the course and to the students who are to participate in the course the next time it is offered. The course evaluation is carried out anonymously. The compiled report will be filed at the Faculty.

Required Reading and Additional Study Material

Mandatory literature

Fitzsimmons, James A., Fitzsimmons, Mona J. and Bordoloi, Sanjeev, Service management: Operations, strategy, and information technology. New York: McGraw-Hill. (latest edition) 544 pages

Digital compendium, Linnaeus University, Informatics, 100 pages

Reference literature

Siebel, Thomas M. Digital transformation: survive and thrive in an era of mass extinction. RosettaBooks, 2019. 256 pages

Osterwalder, A. 2010. Business model generation: a handbook for visionaries, game changers, and challengers, Hoboken, N. J, Wiley. 282 pages