



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

4FE136 Digital affärsstrategi, 15 högskolepoäng
Digital Business Strategy, 15 credits

Main field of study

Business Administration

Subject

Business Administration

Level

Second cycle

Progression

A1N

Date of Ratification

Approved 2023-06-26.

Revised 2026-02-23. Minor revision of objectives and content as well as changes in examination, literature and updating of standard texts.

The course syllabus is valid from autumn semester 2026.

Prerequisites

Specific entry requirements:

Business Administration 90 credits at G1N and F level, including a degree project at G2E level and English 6/English level 2, or the equivalent.

Objectives

After completing this course the student should be able to:

- critically discuss advanced frameworks for digital business strategy
- reflect upon contemporary research in the field
- implement digital business strategy

Content

The course covers the following areas and concepts:

- content of digital business strategy
- context of digital business strategy
- current state of digital business strategy
- academic literature search process

Type of Instruction

The teaching consists of lectures, seminars and workshop.

Examination

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

The course is examined through individual oral examination 3 credits, individual written assignment 3 credits, and written group papers 3 credits and 6 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:
4FE126 with 15 credits.

Required Reading and Additional Study Material

Required reading

Pehrsson, A. (2024), *Digital Business Strategy: Content, Context, and Cases*. London and New York: Routledge. 156 pages.

Scientific articles. About 1000 pages.