



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE136 Digital affärsstrategi, 15 högskolepoäng

4FE136 Digital Business Strategy, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by School of Business and Economics 2023-06-26

The course syllabus is valid from autumn semester 2024

Prerequisites

General entry requirements for the second level and specific entry requirements:

- Business Administration 90 credits at G1N and F level, including a degree project at G2E level, or the equivalent;
- English 6, 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
- apply the knowledge in writing scientific papers
- practically implement digital business strategy

Content

The course contains:

Discussions and analyses of key aspects of international marketing strategy such as strategy competence, internationalization processes, international market entry, competitive strategy and international branding. During the lectures books and articles are discussed and they constitute the foundation for the writing of subsequent papers.

Type of Instruction

The teaching consists of lectures based on the compulsory literature. Also, guests are invited and they give lectures on subjects related to the theme of the course. Students work in small groups in order to produce papers. Presentations and discussions take place at compulsory seminars. Dates for compulsory components are stated in the schedule.

Examination

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

The course is examined through case analysis and problem analysis 7 credits as well as article draft 8 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.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation are in regular carried out anonymously.

Credit 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, about 170 pages. ISBN 9781032512471

Scientific articles and reports, approx. 400 pages will be included. They will be analysed i correlation with the writing of papers and are chosen in consultation with the supervisor.