



Course syllabus

Faculty of Technology

Department of Informatics

4IL067 Från strategi till digital affärsmodell, 15 högskolepoäng

4IL067 From strategy to digital business model, 15 credits

Main field of study

Informatics

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2015-01-27

Revised 2023-11-28 by Faculty of Technology. Prerequisites are revised.

The course syllabus is valid from autumn semester 2024

Prerequisites

Basic eligibility for advanced level studies and special eligibility:

- English 6 or equivalent, and at least 3 years of professional experience and access to relevant professional practice for the implementation of examination tasks and educational activities.

Objectives

After completing the course, the student should:

- be able to account for different theories of business strategies and have the ability to evaluate their advantages and limitations
- be able to give an account of the role of information technology in business strategies
- be able to describe the differences between a traditional and digital business model
- show the ability to apply systems thinking for the development of business activities and its IT systems
- show practical skills in identifying an organization's business strategy
- show practical skills in identifying and arguing for benefits of IT systems for a

- business operation
- show the ability to critically assess and reflect on a current or proposed business strategy in terms of its strengths and weaknesses
- show the ability to reflect on what the digitization of society means for opportunities and threats respectively for digital business models

Content

The course includes elements that deal with:

- the digital society
- theories within traditional business strategy, use of IT systems to create value, digital business models
- basic approaches to formulating a business strategy
- basic notions within systems thinking
- basic approaches to scientific method.

Type of Instruction

The teaching consists of lectures, case study exercises, seminars and examination assignments.

Examination

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

Assessment of the students' performance takes place through written and oral presentation of tasks and case discussions.

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.

Required Reading and Additional Study Material

Required reading

McAfee, A., & Brynjolfsson, E. (2017). *Machine, platform, crowd : Harnessing our digital future* (First ed.). New York: W.W. Norton & Company. 416 p. (416 p.)

Fred R. David, and Forest R. David. *Strategic Management: A Competitive Advantage Approach, Concepts and Cases*, 16 edition, Global Edition. Pearson Education. 688 sidor. (250 p.) ISBN 9781292148496

Osterwalder, A. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. 282 p. (282 p.) (E-book)

Creswell, J. W. and Creswell, J. D., 2018. *Research design: Qualitative, quantitative, and mixed methods approaches*. 5th ed. London: Sage. 300 p.

Articles, Linneaus University, Departement of Informatics, 400 p. (online)

Reference Literature

Afuah, A., *Business Model Innovation: Concepts, Analysis, and Cases*, New York: Routledge, latest ed.

Benkler, Y (2006) *The Wealth of Networks – How Social Production Transforms Markets and Freedom*, Yale University Press, 515 p. (150 p.) (E-book)

Nissen, V. (2018). *Digital Transformation of the Consulting Industry Extending the Traditional Delivery Model* (1st ed. 2018.. ed., *Progress in IS*). Cham: Springer International Publishing : Imprint: Springer. (E-book)

Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value proposition design : How to create products and services customers want : Get started with...* Hoboken: John Wiley & Sons.

Peng, M, W., *Global Strategic Management*, South-Western College Publishing, latest international ed., 560 p.

Peppard, Joe, & Ward, John. (2016). *The strategic management of information systems : Building a digital strategy* (4.th ed.). Hoboken: Wiley. ISBN: 978-0470034675. 504 p. (250 p.)

Spencer, B. (2013). *Business model design and learning a strategic guide* (1st ed., 2013 digital library). New York, N.Y.] (222 East 46th Street, New York, NY 10017): Business Expert Press. 141 p. (141 p.) (E-book)

Zuboff, S. (2019). *The age of surveillance capitalism : The fight for the future at the new frontier of power*. London: Profile Books.