



Course syllabus

Faculty of Technology

Department of Informatics

4IL070 Digital ekonomi och det digitala affärslandskapet, 15 högskolepoäng

4IL070 Digital Economy and the Digital Business Environment, 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 2019-01-17

Revised 2022-05-16 by Faculty of Technology. Literature list is revised.

The course syllabus is valid from autumn semester 2022

Prerequisites

General entry requirements for second cycle studies and specific entry requirements: English 5 or equivalent.

Objectives

After completing the course, the student should be able to:

- Describe a company's digital operations in terms of activities and processes.
- Evaluate a company's digital operations in terms of related costs/revenues, market conditions, relevant key figures.
- Manage a company's digital operations regarding communication, key figures and process analysis.
- Apply theory around digital economy regarding cost structures and revenue sources for valuation of businesses
- Describe, measure and analyse business processes and work with them from a business financial perspective
- Independently apply the basics of behavioural economics and how information/communication guides financial decisions

Content

The course includes elements that deal with:

- Process analysis, Gap analysis, Pareto analysis
- Digital economy: revenue, costs, productivity.
- The economics of digital platforms
- Market strategic key figures; sunk

cost, locked in, externalities. • Volume, number and marginal costs in traditional economy and digital economy • Management of digital economy; financial decision-making linked to behavioural economics, communication and information.

Type of Instruction

The teaching consists of lectures, tasks based on case studies and seminars.

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.

Renewed examination is given in accordance with Local rules for courses and examinations at first level and second level at Linnaeus University.

If the university has decided that a student has the right to special educational support due to a disability, the examiner has the right to give an adapted test or for the student to take the test in an alternative way.

Course Evaluation

During the implementation of the course or in close connection with the course, course evaluation is carried out. Results and analysis of completed course evaluations must be promptly fed back to the students who have completed the course. Students who participate in the next course receive feedback at the start of the course. Course evaluation is 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: 4IL069, 15 credits

Other

Grading criteria for the U/G/VG scale are communicated to the student via a special document. The student is informed about the course's grading criteria at the latest in connection with the start of the course.

Required Reading and Additional Study Material

Required reading

Dahlgren, L.E., Lundgren, G. and Stigberg, L. PENG-modellen: värderar och ökar nyttan av investeringar. Stockholm: Ekerlid, 2006, ISBN: 9789170921971, e-bok

Kahneman, Daniel, and Pär Svensson. Tänka, Snabbt Och Långsamt. Ny Utg. ed. Stockholm: Månocket, 2017. Print. ISBN: 9789188659316, 511 sidor

Ljungberg, Anders, and Everth Larsson. Processbaserad verksamhetsutveckling: varför, vad, hur. Studentlitteratur, Lund, 2012, ISBN: 9789144059761, 540 sidor

Olve, Nils-Göran, Mathias Cöster, Einar Iveroth, Carl-Johan Petri, and Alf Westelius. Prissättning: Affärsökologier, affärsmodeller, prismodeller. Studentlitteratur, 2013, ISBN: 9789144093499, 214 sidor

Överby, Harald, and Audestad, Jan. Digital economics: How information and communication technology is shaping markets, businesses, and innovation, 2018, ISBN: 9781986751391, 264 sidor