



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 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:

- 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.

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.

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

Ariely, Dan (2010). *Predictably Irrational: The hidden forces that shape our decisions*. Harper Collins USA. ISBN: 9780062018205. Pages: 348.

Ljungberg, Anders och Larsson, Everth (2020) *Dare! Win! : business process orientation for everyone*. Studentlitteratur AB. Pages: 155. Latest edition. ISBN: 9789144133409.

Silver, Bruce (2017) *BPMN Quick and Easy: Using Method & Style*, Cassidy-Press, Pages: 100. ISBN 9780982368169

Överbj, Harald, and Audestad, Jan (2018). *Digital economics: How information and communication technology is shaping markets, businesses, and innovation*, Pages: 264, ISBN: 9781986751391

Compendium, Informatics: Process development, 200 pages