

COURSE SYLLABUS

Business Digitalization, 7.5 credits

Business Digitalization, 7.5 högskolepoäng

Course Code: JBDK18	Education Cycle: First-cycle level
Confirmed: Feb 24, 2025	Disciplinary domain: Technology
Valid From: Sep 01, 2025	Subject group: Informatics/Computer and Systems Sciences
	Specialised in: G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
	Main field of study: Informatics

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. Define and describe basic concepts relevant for business digitalization from the perspectives of information systems and digital marketing.
2. Explain socio-technical issues raised by digital business.

Skills and abilities

3. Identify, articulate and communicate, both individually and in groups, models and theoretical concepts applied to business digitalization.
4. Develop digital business solutions.
5. Recognize the importance of time and personal responsibility in contributing to respectful and effective interaction when working with assignments.

Judgment and approach

6. Synthesize prior theoretical and experiential knowledge in the implementation of business digitalization.
7. Present and reflect on own work and evaluate peer work.

Content

The course contents present basic knowledge of business digitalization from the perspectives of information systems and digital marketing. The information systems part of the course covers digital innovations, digital transformation, digital business platforms, big data, and artificial intelligence. Furthermore, socio-technical issues and business opportunities created by digitalization are analyzed. The digital marketing aspect considers social media marketing, use of analytics, banner advertising, inbound marketing option, ethical controversies and legal developments.

Connection to Research and Practice This is a theoretically as well as practically oriented course in business digitalization connecting to the JIBS focus area renewal. The theory is being exemplified through its application on real life cases. The course introduces students to emergent concepts in business digitalization from the disciplines of information systems and digital marketing. By developing a digital solution, based on models and theoretical concepts from these disciplines, the students have the opportunity to apply their knowledge and abilities in practice also.

Type of instruction

Lectures, seminars and workshops.

Language of instruction is in English.

Entry requirements

General entry requirements and 30 credits in Business Administration (or the equivalent)

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Assessment:

Individual assignments. (ILO:s 1-5) representing 1 credit.

Individual written exam. (ILO:s 1-2) representing 3.5 credits.

Group assignments. (ILO:s 3-7) representing 3 credits.

All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam	3.5 credits	A/B/C/D/E/FX/F
Individual assignments	1 credit	A/B/C/D/E/FX/F
Group assignments	3 credits	A/B/C/D/E/FX/F

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course. At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations. At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Other information

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarising. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarising called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

A reading list with academic articles and case studies will be provided at the start of the course.