

COURSE SYLLABUS

Digital Business and Strategy, 5 credits

Digital Business and Strategy, 5 högskolepoäng

Course Code: J2DBAS	Education Cycle: Second-cycle level
Confirmed: Mar 25, 2026	Disciplinary domain: Social sciences
Valid From: Aug 31, 2026	Subject group: Business Administration
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.1 Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

1.2 Critically apply disciplinary knowledge to address complex issues in international contexts, while reflecting on its transferability and limitations across different settings.

Skills and Abilities

3.2 Deliver compelling oral presentations relating to complex problems and critically discuss and defend their findings in academic and professional settings.

Judgement and Approach

4.2 Critically analyse how selected societal trends influence business practices and/or policy, and account for their ethical and sustainability implications.

5.1 Exercise initiative, creativity, and entrepreneurial mindset to achieve innovative solutions in situations characterised by uncertainty and ambiguity.

5.2 Appraise relevant emerging trends and technologies to formulate strategies and decisions for applying innovations in practice or in advanced problem solving.

Content

In today's rapidly evolving digital economy, organisations face the critical challenge of aligning technological capabilities with strategic objectives. As digital transformation reshapes industries and redefines competitive dynamics, leaders must understand how to leverage technology not merely as a tool, but as a fundamental driver of business value, competitive advantage, and innovation. This course addresses the essential need for strategic frameworks that bridge the gap between digital possibilities and sustainable business success.

You will explore the relationship between digitisation and business strategy, examining how technology creates and captures value in contemporary markets. A service-dominant logic perspective on value creation will support your understanding of how to effectively integrate technology with strategic planning and translate it into viable business models. Key topics include strategy-driven R&D, innovation strategies, and appropriability mechanisms for capturing value from digital technologies. The course also addresses some practical implementation challenges, informing you on how to overcome resistance to business digitisation within organisations.

Upon completion, you will be able to formulate digital business strategies that align technological investments with organisational objectives. You will know how to analyse value creation opportunities through digital technologies, design innovation strategies, and develop implementation approaches.

Connection to Research

You will learn about relevant theories concerning the relationship between business digitisation and strategy. Each module of the course will expose you to new theories, which you will then apply to real-world business cases.

Connection to Practice

You will analyse and discuss real-world, contemporary business cases in each module. You will apply theory to make sense of the digitisation challenges and/or opportunities facing these organisations. You will also learn about and discuss contemporary trends in business digitisation. For the group assignment, you will work with a real-world case to develop and pitch innovative and theory-guided solutions to the digitisation challenges and/or opportunities that they face.

Connection to Ethics, Responsibility, Sustainability (ERS)

In each module, you will learn about relevant ethical and/or sustainability implications of key theories or strategies discussed. During the case discussion seminars and in your group project, you will discuss the ethical implications of new trends and/or phenomena and suggest responsible strategic responses.

Type of Instruction

The course is predominantly taught on campus through lectures and case discussion seminars. It includes individual and group work. Attendance is compulsory for examined sessions.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university). At least 30 ECTS must be in Business Administration. Proof of English proficiency is required.

Examination and Grades

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

In the individual exam, you will be assessed by demonstrating your understanding of concepts and contemporary phenomena in digital business and applying these learnings in the analysis of provided business cases (ILOs: 1.1 and 4.2), representing 3 credits.

In the group assignment, you will be assessed via the oral presentation of a group business pitch, whereby you will apply learnings to analyse and pitch a solution to a business problem (ILOs: 1.2, 3.2, 4.2, 5.1 and 5.2), representing 2 credits.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam	3 credits	A/B/C/D/E/FX/F
Group assignment	2 credits	A/B/C/D/E/FX/F

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act 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 use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

A list of academic, practitioner, and news articles will be published before the start of the course.