JÖNKÖPING UNIVERSITY
Jönköping International Business School

COURSE SYLLABUS
Business Digitalization, 7.5 credits

Business Digitalization, 7,5 högskolepoäng

Course Code:	JBDK18	**Education Cycle:**	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jun 20, 2017	**Disciplinary domain:**	Technology
Revised by:	Examiner Jul 2, 2018	**Subject group:**	IF1
Valid From:	Aug 20, 2018	**Specialised in:**	G1F
Version:	2	**Main field of study:**	Informatics

Intended Learning Outcomes (ILO)

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

Knowledge and understanding
1. Define and describe basic concepts relevant for business digitalization from the perspectives of information systems, digital marketing and law.
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 business digitalization solutions.
5. Recognize the importance of time and personal responsibility in contributing to respectful and effective interaction when working with assignments.

Judgement 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.

Contents

The course contents present basic knowledge of business digitalization from the three disciplines of information systems, digital marketing and law. The information systems part of the course covers infrastructure, website design, and electronic payments. Furthermore, socio-technical issues brought by business digitalization are analyzed. The digital marketing aspect considers social media marketing, use of analytics, banner advertising, inbound marketing option, ethical controversies and legal developments. The legal aspects include data protection and privacy, consumer protection, intellectual property and EU directives on electronic commerce.

Type of instruction

Lectures, seminars and workshops.

The teaching is conducted in English.

Prerequisites

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:

The ILOs listed above are assessed through the following types of examination:

Individual assignments. 20% Value 1.5 credits. ILOs 1-5

Group assignments. 30% Value 2.25 credits. ILOs 3-7

Individual written exam. 50% Value 3,75 credits. ILOs 1-2

Registration of examination:

Name of the Test	Value	Grading
Examination[I]	7.5 credits	A/B/C/D/E/FX/F

[I] Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

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 plagiarizing. 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 plagiarizing 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

Literature
Gray, D., & Vander Wal, T. (2014). *The connected company.* " O'Reilly Media, Inc.".
Articles and Internet sources
Optional:
Rogers, D. L. (2016). *The digital transformation playbook: rethink your business for the digital age.* Columbia University Press