JÖNKÖPING UNIVERSITY
Jönköping International Business School

COURSE SYLLABUS
Digital Transformation and Renewal, 7.5 credits

Digital Transformation and Renewal, 7,5 högskolepoäng

Course Code:	JDTR29	**Education Cycle:**	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 25, 2018	**Disciplinary domain:**	Technology
Valid From:	Jan 14, 2019	**Subject group:**	IF1
Version:	1	**Specialised in:**	A1N
		Main field of study:	Informatics

Intended Learning Outcomes (ILO)

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

Knowledge and understanding
1. explain the theoretical and practical frameworks in the digital transformation and renewal area.
2. describe the interplay between digital transformation and renewal, and the role played by information systems in respect to stakeholders and society.
3. use key factors influencing digital transformation processes such as distributed anonymous co-creation, radical disruption, disintermediation, and dematerialization.

Skills and abilities
4. apply a socio-technical approach to assess and design information systems-based solutions in response to strategic societal and organizational issues
5. design processes that merge services and products, as well as digital and physical into sustainable experiences to foster systemic transformation and renewal through the innovative use of information systems.
6. visually and synthetically present results through appropriate deliverables.

Judgement and approach
7. differentiate between strategic approaches directed towards transformation and renewal and tactical approaches directed towards consolidation.
8. identify how to mediate between technology pushes and market pulls through user centered approaches validated via rapid testing and evaluation processes.
9. evaluate and select the proper approach in respect to a project's goals and constraints.

Contents

This course provides students with a conceptual framework for digital transformation and renewal, and introduces methods and models for assessing and designing innovative and sustainable processes through a thorough understanding of the strategic relationships existing between innovation, competition, societal and organizational needs, and the digital / physical platforms they exist on.

Type of instruction

Lectures, seminars, tutoring, and workshops.

The teaching is conducted in English.

Prerequisites

Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 60 ECTS credits in informatics, business administration, computer science, computer engineering, information engineering, or equivalent. Proof of English proficiency is required.

Examination and grades

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

ILOs 1, 2, 3, 8 and 9 will be assessed through the written individual examination.
ILOs 4, 5, 6 and 7 will be assessed through project work.

Registration of examination:

Name of the Test	Value	Grading
Written examination	4 credits	A/B/C/D/E/FX/F
Project work	3.5 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, 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

Course literature

Literature
Selected chapters from the following books will be provided during the course:

Manovich, L. (2002). The language of new media. The MIT Press.
McGovern, G. (2016). Transform: A Rebel's Guide for Digital Transformation. Silver Beach.
Pine II, B. J. and Gilmore, J. H. (2011). The experience economy. Harvard Business Review Press. Updated edition.
Rogers, D. L. (2016). The Digital Transformation Playbook. Columbia Business School Publishing.
Shedroff, N. (2009). Design Is the Problem – The Future of Design Must Be Sustainable. Rosenfeld Media.

Excerpts from textbooks and selected articles will be provided during the course.