JÖNKÖPING UNIVERSITY
International Business School

UTBILDNINGSPLAN

Digital Business (Two Years), 120 högskolepoäng

Programstart: Hösten 2017

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Programkod:	JADB6	**Programstart:**	Hösten 2017
Fastställd av:	VD 2016-09-28	**Utbildningsnivå:**	Avancerad nivå
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Examensbenämning

Degree of Master of Science (120 credits) with a major in Business Administration

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Programbeskrivning

Programme aims
This programme has been developed as a response to the transformational pressures that digitalization exerts on existing and new businesses. The programme aims to provide students with knowledge, skills, and approaches, relevant for analyzing, identifying and managing digital opportunities for strategic business creation and development and organizational change. To that end, the programme stimulates creative thinking around digitalization, business innovation and renewal. To foster understanding and ability for integration of theory with practice, the curriculum is built to enable student interaction with a selection of relevant business partners, for example through guest lectures, course projects, case-based learning, and internships. To secure the range of competencies necessary to understand and manage digital business, the programme presents students with new and future-oriented perspectives utilizing a cross-disciplinary approach, combining Business administration (major), with Informatics and Business law.

Mål

General aims
Second cycle education shall essentially build on the knowledge students acquire in first cycle education or corresponding knowledge. Second cycle education shall involve a deepening of knowledge, skills and abilities relative to first cycle education and, in addition to what applies to first cycle education, shall;

- further develop the students' ability to independently integrate and use knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable independence for research and development work.

Program specific aims
Knowledge and understanding

Graduates of the programme will have a general knowledge and understanding of business administration principles and a specialised and considerably deep knowledge in the field of

digital business.

Corresponding Objectives:
Graduates of the programme will be able to

- demonstrate knowledge and understanding in Business Administration, including both an overview of the field and specialised knowledge in digital business as well as insight into current research and development work in the field.
- demonstrate specialised methodological knowledge in business administration and specifically related to digital business; and
- demonstrate understanding of issues of digital business and how it can be interpreted with different theoretical approaches. Skills and abilities

Graduates of the programme will have acquired the skills to integrate knowledge critically and to analyse complex issues encountered for a career that includes management in digital settings, and be effective communicators of activities associated with those skills.

Corresponding Objectives:
Graduates of the programme will be able to

- demonstrate an ability to integrate knowledge critically and systematically and analyse, assess and deal with complex phenomena, issues and situations associated with digital business, even with limited information;
- demonstrate the ability to identify and formulate issues critically, independently and creatively as well as to plan and, using appropriate research methods, undertake advanced tasks within predetermined time frames so as to contribute to the development of knowledge and evaluate this work;
- demonstrate an ability in speech and writing to report clearly on digital business issues and discuss their conclusions and the knowledge and arguments on which they are based, in dialogue with different national and international audiences; and
- demonstrate the skills required for participation in research and development work or to work independently in other advanced contexts, including in academic research related to digital business.

Judgement and approach
Graduates of the programme will understand the scientific, social, ethical, and personal responsibility aspects of practical work and research in business administration, including the role, use, and development of knowledge and the ethical aspects and possibilities of scientific endeavor.
Corresponding Objectives:
Graduates of the programme will be able to

- demonstrate an ability to make assessments in business administration, taking into account relevant scientific, societal and ethical issues and also demonstrate awareness of ethical aspects in research and development work;
- demonstrate insight into the possibilities and limitations of science/research, its role in society and people's responsibility for how it is used; and
- demonstrate an ability to identify their personal need for further knowledge and to take responsibility for developing their knowledge.

Mission driven
Graduates of the programme will be equipped to contribute to the advancement of business practice in a global environment, with particular emphasis on aspects of Ownership, and/or

Entrepreneurship and/or Renewal.
Corresponding Objectives:
Graduates of the programme will be able to:

- Exemplify how digitalization can form a basis for renewal in existing business with regards to, and based on analyses, of current business operations
- Demonstrate awareness of the opportunities for entrepreneurship that various forms of digitalization offers
- Demonstrate an ability to work in internationally diverse teams to solve a given assignment.

The above is in accord with the intended learning outcomes set in Swedish National Agency for Higher Education.

Innehåll

First semester
The programme starts with the course *Understanding Digital Business*, which is designed to provide students with a foundation regarding the influence of digitalization on business opportunities, doing business, and organizing for business. The course clarifies the wide array of digital businesses available while introducing theory to explain the development and management of technological change in business. In parallel, the course *Introduction to Digital Innovation* is run, which introduces students to innovation research, more specifically set in a digital context. The course rests on the notion and use of open innovation and thereby clarifies how information technology and innovation management are inherently entwined in contemporary business development. These introduction courses are followed by a course on *Digital Entrepreneurship* and *Advanced Research Methods in Global Management*. The former secures a progression of knowledge within business administration, specifically focused on entrepreneurship processes, while crafting the students' "entrepreneurial selves" through practical assignments; including working on a digital business idea. The method course ensures that all students have a clear understanding of research philosophy as well as knowledge and skills to perform and/or order both advanced qualitative and quantitative research. The course prepares students for writing a master thesis in Business Administration with a particular attention to the managerial aspects, but is also a key to developing critical thinking capabilities and managing skilled report writing based on research in general.

Second semester
The second semester focuses on competences and skills in specific areas of business administration. The first course is on *Leading organizations in a digital world*; a course designed to prepare students for leading organizations in a digital setting. In parallel is a course on *Digital Business Modeling* which follows logically from the innovation and entrepreneurship courses in the autumn semester, and develops the innovative thinking creating an understanding for new and emerging business models in a digital world, and how this creates opportunities for new business development.

In the second half of the spring semester the students take the course *Digital Marketing*, which follows logically from the Business models course. In parallel the students take a course on *Entrepreneurial Finance*. For the latter course the students are introduced to concepts like venture capital and crowdfunding.

Third semester
During the third semester students take a 15 credit *Internship* course, which provides them with the opportunity to get hands-on experience in a specific area of digital business by working within their own or an existing organization. The course requires students to make continuous reflection on their competence and learning, and to write a report that promotes the ability to

review theory in the light of practice. The internship secures an international outlook for students, as the internship should relate to digital business and be done in an international context. As a general rule, students find their internship places themselves. Parallel to the internship course, students take two courses that are primarily conducted online. *Business Law in a Digital Context* is a course designed to accommodate students' need of competence in legal matters when developing digital business that reaches across borders. The course *Data Analysis for Decision-making* is a course that develops the students' ability to order and/or take part in data (analytics) driven decision-making. This includes how to source, keep, and deal with big data, as well as how to analyse relevant metrics for business development.

Fourth semester
The fourth and final semester focuses on further developing the students' analytical skills and ability to perform independent and critical research in the area of digital business. Students spend the semester writing a 30 credit Master Thesis in Business Administration on a topic related to digital business.

All courses are taught in English. Thanks to the internationally diverse student and faculty population at Jönköping International Business School (JIBS), each course provides an opportunity for interaction across cultural and national boundaries. The international atmosphere is reinforced with international subject matter in this programme and particularly its consideration of the truly global character of developing companies in a digital context.

The education aims to prepare students for working with digital business in an international environment, specifically with focus on entrepreneurship, business renewal, and/or marketing. The education also prepares students for research in these areas, possibly within doctoral studies.

Kurser

Obligatoriska kurser

Kursbenämning	**Hp**	**Huvudområde**	**Fördjupning**	**Kurskod**
Advanced Research Methods in Global Management	7,5	Företagsekonomi	A1N	JRGR26
Digital Business Modeling	7,5	Företagsekonomi	A1N	JDBR27
Digital Entrepreneurship	7,5	Företagsekonomi	A1N	JDER26
Digital Marketing	7,5	Företagsekonomi	A1F	JDMS27
Entrepreneurial Finance	7,5	Företagsekonomi	A1N	ENNR23
Leading and Organizing Innovation Work	7,5	Företagsekonomi	A1N	JLOR27
Understanding Digital Business	7,5	Företagsekonomi	A1N	JUDR26

Programöversikt
Årskurs 1

Termin 1		Termin 2	
Period 1	Period 2	Period 3	Period 4
Understanding Digital Business, 7,5 hp	Advanced Research Methods in Global Management, 7,5 hp	Digital Business Modeling, 7,5 hp	Digital Marketing, 7,5 hp
	Digital Entrepreneurship, 7,5 hp	Leading and Organizing Innovation Work, 7,5 hp	Entrepreneurial Finance, 7,5 hp

Undervisning och examination
To pass a course, the student needs to fulfill all the course requirements. Different methods of examination can be used within a single course; such as written exam, oral exam and term

papers. Mandatory attendance can appear as part of examination, within the frame of the programme. All courses are graded according to the following six levels: A-E constitutes a pass and FX or F is equal to a fail. The student will be offered at least three examination opportunities in each examined section. Jönköping International Business School does not offer re-examination for examinations that a student has already passed.

Förkunskapskrav

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 90 ECTS credits in business administration, economics, industrial engineering and management, or equivalent. At least 60 ECTS credits must be in business administration. Proof of English proficiency is required.

Villkor för fortsatta studier

The following requirements need to be met for students to proceed to the second academic year within the program: Within the program the student must not fall behind more than 30 credits.

Examenskrav

To obtain the Master of Science (120 credits) with a major in Business Administration, the student must complete the course requirements of at least 120 credits at the higher education level that were not used for the bachelor degree, with at least 90 credits overall in second-cycle courses and at least 60 of those second-cycle credits in business administration, and furthermore the 30 credit Master Thesis in Business Administration (Two Years) must be completed.
To obtain the Master of Science (120 credits) with a major in Business Administration, with a focus on Digital Business, the student must complete: (1) the requirements for the Master of Science (120 credits) with a major in Business Administration, (2) all mandatory programme courses as listed in the above Contents section, or their equivalent, and (3) a Master thesis in business administration (30 credits) that covers a topic within digital business.

Kvalitetsutveckling

Our cooperation with JSA, the student organization, is crucial. This work is conducted on two levels, programmes and courses.

Programme level
On the programme level students elect student representatives. The student representatives and the programme managers meet regularly to discuss courses and the progress of the programme. The representatives stay in contact with course coordinators to share the overall impression and student experiences from courses; in addition, the programme manager meets regularly with faculty to discuss the quality and development of the programme.

Course level
On the course level, programme developers and course coordinators meet shortly after the course has started. The purpose is to ensure that the course is working well and if necessary make minor changes. After each course is finished all students perform course evaluations in PingPong, and programme developers evaluate the course on the aggregate level and communicate with programme manager and course responsible.

Övrigt

Additional information, regarding the programme, will be presented on JIBS homepage before each application period.