

Digital Innovation Strategy and Entrepreneurship

Strategier för digital innovation och entreprenörskap

7.5 credits

Programme course

726G31

Valid from: 2024 Autumn semester

Determined by	Main field of study	
Course and Programme Syllabus Board at the Faculty of Arts and Sciences	Information Systems	
Date determined	Course level	Progressive specialisation
2024-04-09	First cycle	G2F
Revised by	Disciplinary domain	
	Social sciences	
Revision date	Subject group	
	Informatics/Computer and Systems Sciences	
Offered first time	Offered for the last time	
Autumn semester 2024		
Department	Replaced by	
Institutionen för ekonomisk och industriell utveckling		

Course offered for

- Master Programme in IT and Management
- Bachelor's programme in Information Systems Analysis

Entry requirements

General entry requirements for undergraduate studies and
Social Studies and Mathematics corresponding to the level in Swedish upper secondary education (Samhällskunskap 1b or 1a1 and 1a2 and Matematik 2a/2b/2c)
and
at least 95 ECTS credits from year 1 and 2 on the Bachelor's programme in Information Systems Analysis

Intended learning outcomes

On completion of the course, the student should be able to:

- account for digital transformation in society and organizations as a source of digital innovation
- explain entrepreneurship and what distinguishes this from digital entrepreneurship
- explain digital business models and their structure
- formulate strategies for digital innovation that create value and competitiveness in new companies
- discuss and propose strategies for a transition from a test environment to a sustainable business model
- assess how digital business models, digital platforms and ecosystems can contribute to value creation
- critically reflect on sustainability in digital innovation

Course content

In the course we introduce strategies for managing digital innovation. The course covers basic concepts of digital transformation in society and organization based on technological advancements and new techniques such as analysis of large datasets, blockchain and artificial intelligence. The course also covers digital entrepreneurship and digital business models by focusing on work with the UN's 17 global sustainability goals as a starting point for driving digital innovation from initial testing to implementation.

Teaching and working methods

The teaching consists of lectures, workshops, seminars, supervision and project work. In addition, the student should conduct self-study.

Teaching and examination language: English

Examination

The course is examined through:

- individual written essay, grading scale: UV
- written group project, grading scale: UG
- active participation in seminars: UG
- active participation in workshops: UG

For a final grade of G (Pass), at least grade of G is required in all examinations. For a final grade of VG (Pass with distinction), in addition to the requirements for G, a grade of VG is required in the individually written essay.

Detailed information can be found in the study guide.

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

Three-grade scale, U, G, VG

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.