



JÖNKÖPING UNIVERSITY  
*International Business School*

**Dear Digital Business student,**

You are admitted to our brand new Master of Science program *Digital Business* at Jönköping International Business School. I am the program director for the program and I am happy to greet you welcome. We are very excited to launch this program and You are in the first group of students. Together we will explore the wonderful world of digitalization, and study the ways in which it transforms the ways in which we do business. We have a great group of dedicated faculty members that will be your guide in this new and rapidly changing world.

**I hope to see You during the introduction week in August, and especially at the roll-call on 22 August at 8.30.**

The whole first week, 22-26<sup>th</sup> of August, is devoted to information sessions, program unique lectures and social events to introduce you to your program and our school. It is vital that you **attend all information sessions and lectures** and we also recommend you to take part in social events to speed up the process of feeling right at home here.

I – Tomas Müllern – as program director is responsible for the overall quality and development of the program. You are more than welcome to get in touch with me with questions regarding the program at any time. Questions regarding particular courses must however be sent directly to course examiners.



**Tomas Müllern**

Professor in Business Administration  
Program Director Digital Business  
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In the meantime let me give you a short description of the first two courses and the faculty involved:

### **1) Understanding Digital business**

The course 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.

### **Course literature**

A reading list associated with the specific issues will be available at the start of the course. Readings will be based on major academic journals such as Harvard Business Review, Journal of Retailing and Journal of Interactive Marketing, (around 400 pages) and cases from popular magazines in the area of digital business such as Fast Company and Wired.

The examiner is Assistant Professor Mart Ots:



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## **2) Information Technology and Innovation Management**

The course 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.

### **Course literature**

**Guenther, M. (2012). Intersection – How Enterprise Design Bridges the Gap between Business, Technology, and People. Morgan Kaufmann.**

**Verganti, R. (2009). Design-driven Innovation – Changing the Rules of Competition by Radically Innovating What Things Mean. Harvard Press.**

**Tapscott, D. & Williams, A. D. (2006). Wikinomics: How Mass Collaboration Changes Everything. Atlantic Books.**

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

The examiner and core teacher is Andrea Resmini:



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**We look forward to see you in August!**

**/Tomas and the teaching team of Digital Business**