

COURSE SYLLABUS

Digitalization and Industrial Dynamics, 7.5 credits

Digitalization and Industrial Dynamics, 7,5 högskolepoäng

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|---------------|--|----------------------|--|
| Course Code: | JDDR22 | Education Cycle: | Second-cycle level |
| Confirmed by: | Council for Undergraduate and Masters Education Feb 21, 2022 | Disciplinary domain: | Social sciences (75%) and natural sciences (25%) |
| Valid From: | Aug 22, 2022 | Subject group: | FE1 |
| Version: | 1 | Specialised in: | A1N |
| | | Main field of study: | Business Administration |

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. Describe and explain how digital technology emerges, evolves, and enters markets, including its barriers to adoption.
2. Describe under what conditions digitalization leads to competitive turbulence and disruption (e.g. entrants displacing incumbent firms).
3. Explain the interplay between digitalization, legislation, industry structure, and industry competition.
4. Account for relevant techniques and models that can be used for analysing industrial forces, transformations, and strategic opportunities in the external environment of the firm.

Skills and abilities

5. Apply relevant frameworks that inform the investigation of industrial dynamics, digitalization, and the identification of strategic opportunities.
6. Collect, visualize and present data and examples of industrial dynamics and digitalization

Judgement and approach

7. Formulate conclusions and managerial recommendations for firms affected by digitalization

Contents

The course focuses on external analysis, helping students to understand and investigate environmental forces (with a focus on digitalization) and the strategic opportunities that they create.

The course provides an overview of the theoretical and practical approaches to digitalization and industrial dynamics, expanding on the role of competition, institutional change, industry structure, regulation as well as the emergence and diffusion of digital technology. Towards the end of the course, all these complementary perspectives are woven together by only looking at various cases and empirical illustrations.

Connection to Research and Practice

The objective of the course is to give students tools to practically conduct external analysis to inform strategic decision-making. The course is grounded in the forefront of academic research on digitalization and industrial dynamics with many research papers as course literature. Reflection on the advancements of research and on how different theories both complement and substitute each other are integral parts of examination. The relevance of these theories is made visible through project work where students act as analysts, via a take home exam, presentations and guest lectures. During examination students are asked to apply what they have learnt and try to draw conclusions and come up with recommendations in various real-world situations.

Type of instruction

Lectures, seminars, presentations, supervision meetings.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (i.e the equivalent of 180 credits at an accredited university).

Examination and grades

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

Individual written exam (ILOs: 1-7) representing 4 credits.

Group assignment (ILOs: 1-7), representing 3,5 credits.

Registration of examination:

| Name of the Test | Value | Grading |
|---|-------------|----------------|
| Written individual examination ¹ | 4 credits | A/B/C/D/E/FX/F |
| Group assignment ¹ | 3.5 credits | A/B/C/D/E/FX/F |

¹ All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set.

Grade is set in accordance to JIBS grading policy.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. There must be course evaluators identified among the students. The evaluation is carried out continuously as well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or 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

A list articles will be supplied at the course introduction.