



JÖNKÖPING UNIVERSITY  
*International Business School*

**Dear Digital Business student,**

I would like to take this opportunity to welcome you to the Master of Science program in *Digital Business*, provide you with some initial information regarding your first two courses, and make sure that your time at Jönköping International Business School (JIBS) is both enjoyable and productive. I am very happy that you chose this program and I can assure you that I, together with my colleagues, will make our most to give you a great education and experience here at JIBS.

Together we will explore the 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 Monday 20 August at 10.00.**

The whole first week, 20-24<sup>th</sup> of August, is devoted to information sessions, 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.

As program director I am 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.



**Mart Ots**

Associate Professor in Business Administration  
Program Director, Digital Business and International Marketing  
mart.ots@ju.se

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 & practitioner journals, book (chapters), case studies. Also students will have to work on a group assignment in close collaboration with a local company.

Course syllabus:

[http://ju.se/sitevision/proxy/en/study-at-ju/courses.html/svid12\\_1d3e065914e1abebf6732fa/-258478183/en/course\\_syllabuses/JUDR26.pdf?revision=1%2C000](http://ju.se/sitevision/proxy/en/study-at-ju/courses.html/svid12_1d3e065914e1abebf6732fa/-258478183/en/course_syllabuses/JUDR26.pdf?revision=1%2C000)

The course responsible teacher and examiner is Assistant Professor Henry Lopez Vega [henry.lopez@ju.se](mailto:henry.lopez@ju.se)

## **2) Digital Innovation**

The course introduces students to the intertwined relationship between invention, innovation, and diffusion. It also introduces the ideas of complexity and emergence in the context of digital transformation, discusses the differences between radical and incremental innovation, and provides a strategic view of the specific role digital innovation plays 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.

Course syllabus:

[http://ju.se/sitevision/proxy/en/study-at-ju/courses.html/svid12\\_1d3e065914e1abebf6732fa/-258478183/en/course\\_syllabuses/JDIR28.pdf?revision=1%2C000](http://ju.se/sitevision/proxy/en/study-at-ju/courses.html/svid12_1d3e065914e1abebf6732fa/-258478183/en/course_syllabuses/JDIR28.pdf?revision=1%2C000)

The examiner and core teacher is Assistant Professor Osama Mansour [osama.mansour@ju.se](mailto:osama.mansour@ju.se)

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

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