



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* and provide you with some initial information regarding your first two courses. I am very happy that you chose this program, and I can assure you that my colleagues and I will make our most to make your time at Jönköping International Business School (JIBS) both enjoyable and productive.

Together we will explore the world of digitalization and study the ways in which it transforms the ways in which business is done. We have a great group of dedicated faculty members that will be your guide in this rapidly changing world.

The whole first week, 22-26th 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 the social events. It will speed up the process of feeling right at home here.

The student web is a useful source of information regarding courses and other university related activities <https://ju.se/student/en.html>.

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 specific courses must however be sent directly to course examiners.

I look forward to seeing you during the introduction week in August. Please make sure to check for updates on the JU web page.



Mart Ots

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

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 analyze and discuss contemporary cases on how organizations use digitalization for value creation strategies, and business growth. 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 and case studies.

Course syllabus:

<https://ju.se/en/study-at-ju/courses.html?courseCode=JUDR26&semester=20202&revision=1,000&lang=en&lang=en>



The course responsible teacher and examiner is:

Ryan Rumble

Assistant professor

ryanmichael.rumble@ju.se

2) Digitalization and industrial dynamics

The course takes a macro-perspective on digitalization as an external, transformative force. It introduces students to the intertwined relationship between digitalization and industrial dynamics. It deals with digitalization's effects on competition, industry structure and regulation and provides a strategic view of the specific role digital innovation plays in contemporary business development.



The examiner and course responsible is:

Christian Sandström

Senior Associate Professor

christian.sandstrom@ju.se

Course syllabus:

<https://ju.se/en/study-at-ju/courses.html?courseCode=JDDR22&semester=20222>

We look forward to seeing you in August!

/Mart and the teaching team of Digital Business