



APPLIES TO ACADEMIC YEAR 2015/2016

## **BST 1140 Business Development and Technology**

### **Programme**

Bachelor of Business Administration (3. year), Bachelor of Marketing Marketing (3. year), Elective

### **Responsible for the course**

Bo H Christensen, Petter Gottschalk

### **Department**

Department of Leadership and Organizational Behaviour

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

Norwegian

### **Introduction**

In combination with BTH 1141 Bachelor Thesis, Business Development and Technology (15 credits) this course will constitute a specialization of 30 credits. It will be stated on the diploma that it is a specialization. It applies to students on the Bachelor Programme in Economics and Business Administration and the Bachelor Programme in Marketing. The course may also be chosen by other students as an elective in their third year of study.

The specialization is intended to give the students in-depth, management-oriented knowledge and understanding of how enterprises may apply modern information and communication technology to strengthen their competitive position. Our perspective is that the right focus and good application of ICT may make enterprises more efficient and constitute an important factor in innovation processes, or form a central element in the products supplied and services provided by the enterprise. Furthermore, we emphasize that the smart use of information technology opens for a more efficient dialogue with the market, not least in connection with the application of e-marketing and WEB shops. The course is intended to provide the students with an understanding of the problems that are important in connection with the management of IT drives that support business utilization of information technology through the implementation of an IT strategy.

The students are to learn how digital business processes are developed, improved and utilized. The students are also to learn how digital business processes work together with knowledge processes in an organization and between organizations. The students are to learn how business strategy interacts with the strategic use of IT in an optimal way for digital enterprise development.

### **Learning outcome**

#### **Acquired knowledge**

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

- Understand what type of business systems are applied in medium-sized and large enterprises (Infrastructure). Among other things this includes knowledge of ERP systems (Enterprise Resource Planning) and CRM systems (Customer Relationship Management)
- Understand what qualities characterize a modern business system and what strategies the system suppliers apply to position themselves in an international market
- Understand how business systems are procured, implemented, applied and managed in order to obtain the best possible effect
- Create an insight into the theoretical basis behind concepts such as e-commerce, e-business and e-collaboration
- Create an insight into various digital business relations such as B2B (Business-to-Business) and B2C (Business-to-Consumer)
- Understand the content of the concept "digital business operations" and obtain an insight into theories and models for the development and utilization of digital business models and processes.
- Understand the connection between supporting technology, processes and business development.
- Understand how digital enterprise development may be carried out in knowledge organizations with value configuration and value shops
- Understand how the IT resources may be managed within a strategic system, i.e. the development and implementation of IT strategies

#### **Acquired skills**

On completion of the course the students shall:

- Be able to describe the way systems and process work together (process digitalization)
- Be able to analyse the consequences for the enterprise resulting from the introduction of digital business operations
- Be able to formulate requirements for functional solutions and how they should be implemented

- Be able to define levels of knowledge and categories of knowledge in digital enterprise development

### Reflection

On completion of the course the students shall:

- Have a general perspective related to the consequences of digital business processes, including ethical considerations in connection with digital business processes and self-service
- Be curious to understand knowledge development in electronic business operations
- An interest in identifying opportunities for digital business operations in an organization
- A will to introduce digital business models
- An ability to acquaint themselves with the everyday digital life of enterprises

### Prerequisites

Two years of college education in economics and business administration, marketing or equivalent is required for taking the course.

### Compulsory reading

#### Books:

Chaffey, Dave, Gareth White. 2011. Business information management : improving performance using information systems. 2nd ed. Prentice Hall

Chaffey, Dave. 2014. E-business & e-commerce management : strategy, implementation and practice. 6th ed. Financial Times Prentice Hall

#### Other:

Artikler og andet forelesningsmateriale (Skal avklares nærmere)

### Recommended reading

#### Other:

Skal avklares nærmere

### Course outline

#### ***Business systems, procurement and implementation***

- Enterprise architecture, business architecture and IT architecture
- Business system categories such as CRM, ERP, e-commerce etc.
- System suppliers and their strategies
- From needs analysis to contract
- From contract to efficient application (business systems in use)
- Cloud Computing, the Internet – possibilities and limitations
- Mobile Computing

#### ***Electronic business operations, logistics and sale***

- Central concepts related to "*electronic business operations*"
- Clarification of concepts as regards E-Commerce, E-Business, E-Collaboration
- Discussion of the concept Business-to-Business versus Business-to-Consumer
- WEB shops, architecture for efficient e-commerce
- PIM (Product Information Management)
- E-marketing and campaign management
- The use of social media in marketing and sales
- Business Intelligence (Analytical CRM)

#### ***IT strategies and IT-management***

- Value configurations & value chain integration
- IT-Strategy development and implementation
- Knowledge management
- System development
- Change Management

#### **Case**

- Examples of enterprises

### Computer-based tools

The students will be given free access to a leading web-based business system, probably Xledger [www.xledger.no](http://www.xledger.no)

The purpose is to let the students experience what it means to carry out sales and purchasing processes through a modern business system.

### Learning process and workload

The course consists of 90 hours of lectures including casework. The cases used in this course are directly relevant to the examination.

In the course of the semester two exercises/cases will be handed out. The students will solve these in groups of up to three persons.

Recommended use of time for the students:

<b>Activity</b>	<b>Hours</b>
Class participation	90
Preparation for lectures/studying literature	180
Work on assignments	130
<b>TOTAL</b>	<b>400</b>

### **Use of hours**

#### **Examination**

The course is concluded by a five-hour individual written examination.

#### **Examination code(s)**

BST 11401 written examination counts 100% towards the grade for the course BST 1140 Business Development and Technology, 15 credits.

#### **Examination support materials**

A simple calculator is allowed

In the section information about the examination on @bi definitions of examination support materials in connection with written school examinations are available. Notice what is said about the use of a calculator.  
[https://at.bi.no/EN/Pages/Exa\\_Hjelpemidler-til-eksamen.aspx](https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx)

#### **Re-sit examination**

A re-sit examination is offered in connection with the next ordinary course.

#### **Additional information**