



APPLIES TO ACADEMIC YEAR 2016/2017

BIK 2941 Understanding the Digitalisation in Business

Programme

Single courses

Responsible for the course

Cecilie Staude, Tarjei Alvær Heggernes

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Automation and digitalization increases in Norwegian value chains. Digitalization of goods and services leads to new and disruptive business models, which will have a major influence on and transform almost all sectors of the industry. The course provides a general understanding of how accessible digital content intervenes in key processes in business. We'll cover how businesses can utilize the available digital content as a resource to promote profitability and competitive advantage, and how an increased degree of sharing culture and big data affects strategic thinking, corporate communications, marketing and innovation.

Learning outcome

After completing the course, the students:

Knowledge

- Have an understanding of how information, data and systems support the importance of processes in business
- Understand the importance of how digitalization, automatization and big data affects business models and business practices
- Have gained knowledge of how the amount of data can be understood in order to make good decisions and operational tasks to achieve gains and competitive advantages
- Established knowledge about how data community, social media and a fragmented media landscape is changing terms of communication and marketing

Skills

After completing the course, the students:

- Will be able to identify the information needs for key processes in business
- Be able to identify the main types of data that are available in and outside the business, and reflect on the value of these data.
- Be able to use insight from big data to explore new and profitable opportunities and innovation within the business
- Understand how the use of big data can simplify and improve marketing, communication and interaction with internal and external stakeholders

Reflection

Students will develop the ability to see ethical dilemmas, assess impacts and emphasize integrity and ethical prudent choices in planning and implementing measures relating to the content over the internet.

Prerequisites

None

Compulsory reading

Books:

Finger, Iutz, Dutta, Soumitra. 2014. Ask, measure, learn. 1. O'reilly. 277
Heggernes, Tarjei Alvar. 2013. Digital Forretningsforståelse - fra store data til små biter. 1. Fagbokforlaget. 267

Recommended reading

Course outline

- The digital network society: big data, the cloud and "Internet of things" - Digital economy, transaction costs, network effects
- Business models and business development for digitalized business
- Gain perspective; Management gains, rationalization benefits, organizational gains, market gain
- Social networking, web, search and consumer behavior online
- Social organizations: Involvement, communication and decision support
- Strategic Foundation: ask, listen, measure, learn
- Use of web technology in communications and marketing
- Security, law and ethics

Computer-based tools

Learning process and workload

The course is a combination of lecture in classroom, video lectures and online teaching and academic discussion in a closed Facebook group for the class. It will be clear bridges between networks and collection so that activities overlap and build on each other. The course has physical meetings with lecturers from industries, insurance, banking, health and energy etc. contributes.

Examination

The course ends with the submission of a project that counts 100% of the grade. The task can be solved individually or in groups of up to three (3) persons. The exam will be handed out in the beginning of the semester and can be related to own job situation. The exam has to be accompanied by a self-evaluation of each candidate or group. The self-assessment should provide a brief description of the candidate / group learning outcomes due to course learning objectives, as well as a reasoned character suggestions. The exam can not exceed 20 pages, excluding self-evaluation and any other attachments.

Examination code(s)

BIK 29411 Understanding the Digitalisation in Business. The exam accounts for 100% of the grade in the course BIK 2941, 7,5 credits

Examination support materials

Re-sit examination

It is only possible to retake an examination when the course is next taught. All retaken examination will incur an additional fee.

Additional information