



APPLIES TO ACADEMIC YEAR 2016/2017

ELE 3780 Digital Business: Developing Technological and Organisational Capabilities

Programme
Elective

Responsible for the course
Ragnvald Sannes

Department
Department of Strategy

Term
According to study plan

ECTS Credits
7,5

Language of instruction
Norwegian

Introduction

How do you create a successful digital service? How to exploit the vast amount of data from objects that are connected? How to create new and effective businesses? These and similar questions are issues we will cover throughout the course, and we will do that with a practical and concrete approach.

Digitalisation is when businesses use digital technology in a holistic and integrated approach, both internally and externally. The digital business is recognised by streamlined operational processes, a unified and frictionless customer experience, and is constantly rethinking their business model. Digitalisation is based on technology, but most organisations struggle more with organisational and managerial issues, and find it hard to develop new knowledge capabilities.

We begin the course with a few cases of digital services and businesses to see what is new and novel to understand why some succeed and others don't. We will continue with some easy-to-use tools and techniques for prototyping digital solutions. Finally, we will define some underlying mechanisms of how technology evolves over time and use that knowledge to become better prepared for future developments in technology.

Learning outcome

Acquired knowledge

- Understand what digitalisation means
- Understand how digitalisation can change operational processes, customer experience and business models
- Have knowledge of processes, methods and tools for developing digital services
- Have knowledge of organisational and leadership factors that support the digitalisation of a business
- Know how technology evolves

Acquired skills

- Be able to analyse digital solutions and identify its defining characteristics
- Be able to identify new digitalisation initiatives in a business
- Be able to use user-friendly tools for prototyping digital solutions

Reflection

Technology development enables new and novel applications of technology. Throughout the course, we will focus on the difference between what is technically possible, what is feasible (in a business context), and what is desirable (ethics and society).

Prerequisites

Compulsory reading

Books:

Laudon, Kenneth C., Jane P. Laudon. 2016. Management information systems : managing the digital firm. 14th ed., Global ed. Pearson Education. Kap. 1-12. Oversiktsbok på teknologi, mange kapitler skal leses for oversikt, noen mer i dybden.

Westerman, George, Bonnet, Didier, McAfee, Andrew. 2014. Leading Digital: Turning Technology into Business Transformation. Harvard Business Review Press

Other:

Reading package of selected papers and reports

Recommended reading**Books:**

Arthur, W. Brian. 2009. The Nature of Technology: What It Is and How It Evolves. Free Press
Brynjolfsson, E., Andrew McAfee. 2014. The second machine age : work, progress, and prosperity in a time of brilliant technologies. Norton
Ries, Eric. 2011. The Lean Startup: How Constant Innovation to Creates Radically Successful Businesses. Portfolio Penguin

Course outline

- Digitalisation and digitisation; digital services and digital business models
- Successful digital services - what is it?
- How to design a digital service?
- Prototyping an minimum viable product (MVP)
- Understanding technology and how it evolves

Computer-based tools

The student will use a variety of digital tools during the course.

Learning process and workload

The course consist of 45 hours of classroom activities such as discussion based teaching, works shops and group assignments.

Activity	Hours
Participation in classroom sessions	45
Preparation for classroom sessions	45
Work on term paper, group project	110
Average recommended study hours	200

Use of hours

45 hours in classroom

Examination

Term paper in groups of 2-3 students. The term paper is a group project that integrates the topics from the course outline. The term paper is due about two weeks after the final class session.

Examination code(s)

ELE 37801 Project paper, counts 100 % to obtain final grade in ELE 3780, 75 ECTS

Examination support materials

All support materials allowed.

Re-sit examination

For electives re-sit is normally offered at the next scheduled course. If an elective is discontinued or is not initiated in the semester it is offered, re-sit will be offered in the electives ordinary semester.

Additional information