

**SYLLABUS**

# **Business and digital entrepreneurship 7.5 credits Z0017E**

**Affärer och digitalt entreprenörskap**

**Course syllabus admitted: Autumn 2021 Sp 1 - Present**

**DECISION DATE  
2021-11-17**

# Business and digital entrepreneurship 7.5 credits Z0017E

## Affärer och digitalt entreprenörskap

### First cycle, Z0017E

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG	Informatik	Informatics/Computer and Systems Sciences

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and the course requires knowledge and abilities equal to the goals of the course D0021N - IT-projects or corresponding.

Alternative:

Alternative to completed course can be corresponding knowledge acquired through work.

## Selection

## Examiner

Maria Jansson

## Course Aim

After passing the course, the student should be able to:

### Knowledge and understanding

- Explain key concepts in service development and business models
- Explain digitalisation and its consequences for digital business
- Present basic assumptions and appropriate context for different business models and strategies linked to digital services
- Explain and apply laws, rules and approaches related to digital services

### Skills and Abilities

- With the support of accepted theories and methods, develop and present business models and plans for how digital services can be commercialized
- Give examples of digital business and what it takes for them to be competitive

### Evaluation ability and approach

- Identify, formulate and discuss critical issues of practical as well as theoretical interest in the field of business and digital entrepreneurship
- Prepare and present analyzes related to different business models that companies can be faced with when new digital services are to be commercialized

## Contents

This course deals with various thematic areas that contribute to what digital business is about. The course includes various theories, models and methods linked to digital transformation, service development, business models and digital entrepreneurship. An important part of the course is that students should be able to describe and apply laws, rules related to digital services. In seminars, students get to practice applying different theories, models and methods with the help of different exercises. These exercises then form the basis for a larger task where students must identify, analyze and give suggestions on what digital business is about and the conditions for it.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

During the course, the student participates in seminars where theory is mixed with practice, ie the focus is on applying theories, models and methods through various exercises and tasks. The course focuses on discussions with teachers and other students where students are trained in the ability to orally present and discuss information, problems and solutions in dialogue with other students. Guest lectures from the surrounding community contribute to practical experiences about digital business and its content. In their own work, students practice the ability to search, collect, evaluate and critically interpret relevant information linked to their own case of digital business. Students must also report on and discuss course content in dialogue with other students. groups. Between meetings, students communicate with teachers and classmates via email, an online learning platform and a web conferencing system. The learning platform is used to make information, course materials and assignments available as well as to handle assignments.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. Examination takes place through written and oral presentation of individual assignments related to the various elements of the course (U, G, VG). The written part of the examination is presented through different types of reports. The oral part of the examination is presented by leading and actively participating in discussions at seminars. All included examination parts must be completed for the final grade on the course.

## Literature. Valid from Autumn 2021 Sp 1

Articles will be added.

## Course offered by

Department of Computer Science, Electrical and Space Engineering

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Individual assignments	U G VG	7.5	Mandatory	A21	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

# Syllabus established

by Jonny Johansson, HUL SRT 2021-11-17