



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSO01, Business Administration: Strategic Management and Digitalisation, 5 credits**

*Företagsekonomi: Strategic Management and Digitalisation, 5 högskolepoäng*  
Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2019-09-24 and was last revised on 2023-09-01. The revised syllabus applies from 2023-09-01, spring semester 2024.

### **General Information**

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

The course goal is to provide students with insights on strategic and managerial challenges related to technological change, digitalization, and industrial innovations. This aims to provide analytical tools for conducting contextual and strategic analyses during transformational changes, thereby preparing them for an international strategic management arena.

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

- Demonstrate knowledge and understanding of the digitalized context of strategic management.
- Demonstrate knowledge and understanding of how digitalization shapes the formation of the present and future world economy.
- Demonstrate an understanding of how business strategies and management are formed by and respond to technological changes.

### **Competence and skills**

- Demonstrate the ability to identify and discuss relevant economic and technological challenges as well as evaluate suggested solutions to such challenges.
- Demonstrate skills in reporting and discussing, in speech and writing, his or her conclusions as well as the knowledge and arguments on which they are based.

### **Judgement and approach**

- Demonstrate the ability to make assessments within strategic management, informed by relevant disciplinary, social and ethical issues concerning digitalization and other technological changes in industries.
- Demonstrate an understanding of the impact of technological changes on the role of strategic management and vice versa.

### **Course content**

Innovation and the evolution of technology are among the key forces that shape society. In particular, many observers see the current wave of innovation and digitalization as a new industrial revolution that will have a profound effect on all aspects of the global economy, business and society. The course will introduce current topics and theoretical perspectives that shed light on the underpinnings of these developments and discuss some of the strategic challenges of technological change for organizations and industries.

### **Course design**

The course consists of lectures, seminars and presentations (group or individual). The structure of the course is further communicated in the Course Instructions (distributed separately). Students' own analyses are further encouraged by critical examination of literature, discussions, paper writing, and so on.

### **Assessment**

Assessment and grading are based on two parts

1. The first part will be a written assignment that will be performed in pairs.
2. The second part will be a written and oral assignment that will be performed in groups.

A student who does not pass the assignment(s) will be given an extra assignment.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### **Grades**

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## **Entry requirements**

Students admitted to the programme Master in International Strategic Management, where this course is a compulsory part, are qualified for the course.

## **Further information**

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in BUSO01, Business Administration: Strategic Management and Digitalisation

Applies from V23

- 2301 Written assignment, 2,0 hp  
Grading scale: Fail, Pass
- 2302 Written and oral group assignment, 3,0 hp  
Grading scale: Fail, E, D, C, B, A

Applies from V20

- 2001 Digitalisation as context - Individual written exam, 2,0 hp  
Grading scale: Fail, Pass
- 2002 Strategic Management and Digitalisation - Written exam, 3,0 hp  
Grading scale: Fail, E, D, C, B, A