



School of Economics and Management

INFE05, Informatics: Mobile Industry Dynamics - from a Business Perspective, 7.5 credits

*Informatik: Mobilbranschens dynamik - från ett affärsperspektiv,
7,5 högskolepoäng
First Cycle / Grundnivå*

Details of approval

The syllabus was approved by The Board of the Department of Informatics on 2013-09-20 and was last revised on 2016-06-03. The revised syllabus applies from 2016-08-29, autumn semester 2016.

General Information

Informatics, 7,5 hp

Language of instruction: English

Main field of studies

Informatics

Depth of study relative to the degree requirements

GXX, First cycle, in-depth level of the course cannot be classified

Learning outcomes

On completion of the course, students shall have achieved a thorough overview of the commercial landscape and dynamics of the mobile industry – from the world of telecoms to the world of software.

Areas covered in the course are the competitive technology landscape, the dynamics and culture of handset manufacturers and network operators, the regional market differences, the business models of major actors, the dynamics of the application market, the developer economics and the trends that are shaping the future of connected devices.

Knowledge and understanding

For a pass on the course, the student shall demonstrate knowledge of and understanding of

- the history of the mobile industry, from the 1990s to the 2010s
- the key actors in the mobile value chain
- regional differences
- the building blocks of modern smartphones
- key contenders in smartphone software
- types of software developers
- open source, key licenses and governance models
- the business models of major players and the evolution of Internet players.

Competence and skills

For a pass on the course, students shall demonstrate competence and skills individually or in groups to

- describe the core mobile value chain and identify examples of key actors
- describe how the financial settings have changed for handset OEMs (Original Equipment Manufacturer) and network operators
- compare different business models between established actors and new entrance
- explain the differences between mobile software platforms and web platforms
- describe how mobile applications differ between web 1.0 and web 2.0
- describe how open source is used as a business model.

Judgement and approach

For a pass on the course, students shall demonstrate the ability to

- critically assess how the mobile industry is beginning to resemble the PC industry
- critically analyse how the business models of major actors in software and hardware differ from those of handset OEMs and network operators
- critically explain how openness is used as a business strategy
- analyse mobile industry trends.

Course content

The following topics will be covered:

- The mobile industry background and dynamics
- Mobile value-chain evolution
- Mobile industry consortia
- The world of handset OEMs
- The world of handset software
- The software platform landscape
- The world of apps
- Developer economics
- Open source economics
- Mobile industry trends.

Course design

Teaching includes lectures, classes and workshops.

The course includes compulsory components, which are stated in the schedule.

Assessment

The assessment is based on a written exam and group assignments.

Re-exams will be held in close proximity to the ordinary examination period.

Academic misconduct such as cheating, plagiarism, fabrication and falsification is considered a serious offence in higher education (see Chapter 8 of the Higher Education Ordinance). The disciplinary measures that may be taken as a result of such offences are caution or suspension for a limited period of time from the university (and all the faculties of the university).

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

To pass the course, the students must have been awarded the grade of E or higher.

Grading rules and definitions

Grades are awarded according to a graded scale from A (highest) to F (lowest), with E as the minimum passing grade.

When the exam/assignment is not graded, the grades G (Pass) or F (Fail) will be applied.

Course grades

When calculating course grades, the graded components will be weighted according to the following formula:

The number of credits for the exam is multiplied with the exam score. The total value is then divided by the total number of credits for the exams/assignments included. The resulting average is then rounded off to the nearest whole number. The number indicates the relevant course grade in accordance with the grading definitions above.

For exams/assignments which are graded and scored, the grades A to F will be used in accordance with the grading definitions above. The exam score will be used directly in the calculation.

For exams/assignments which are graded but not scored, the grades A to F will be used and converted as follows: A = 92, B = 80, C = 70, D = 60, E = 52.

Exams/assignments which are not graded but awarded with G (Pass) or F (Fail) will not be included in the calculation of the course grade.

Entry requirements

General and 30 credits in business administration or the equivalent. English 6/English Course B.

An exception for the general entry requirement in Swedish will be granted when the course is given in English.

Further information

The course may not be credited towards a degree together with INFN30 or equivalent courses. No credits can be transferred between INFE05 and INFN30.

It is compulsory to attend the introduction meeting, where a roll call will be taken. Absence without notification means that the admitted student will lose his/her seat on the course.

If the course is discontinued, there may be limited opportunities for re-examination. Please contact the study adviser for information.

Amendments

2015-03-03: New set of exams from Autumn term 2015.

2015-12-04: Added that the course includes compulsory components and that attendance on the introduction meeting is compulsory.

2016-06-03: New grading rules from Autumn term 2016.

Subcourses in INFE05, Informatics: Mobile Industry Dynamics - from a Business Perspective

Applies from H15

- 1501 Group assignment 1, 2,0 hp
Grading scale: Fail, E, D, C, B, A
- 1502 Group assignment 2, 2,0 hp
Grading scale: Fail, E, D, C, B, A
- 1503 Written test, 3,5 hp
Grading scale: Fail, E, D, C, B, A
Individual test.

Applies from H12

- 1201 Group Assignments, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1202 Written Exam, 3,5 hp
Grading scale: Fail, E, D, C, B, A