



# DM2562 Managing Digital Transformation 7.5 credits

Leda och hantera digital förändring

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for DM2562 valid from Spring 2018

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Computer Science and Engineering

## Specific prerequisites

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

After completion of the course, students should be able to:

- (1) Define and describe the importance of central concepts connected to the four of the course perspectives/parts and be able to show that they understand how concepts and theories relate to digitisation.
- (2) Apply, explain and discuss concepts and theories of digitisation and how these are related to solve composite, current and future, challenges connected to digital change.
- (3) Use the theoretical perspectives to analyse digitising companies and markets in real cases. This also includes choice of a perspective and arguing for why it is appropriate for a special problem.

## Course contents

The aim for the course "Lead and handle digital change" is to equip the student with tools to observe, analyse and understand how the importance of digital technology is changed rapidly from being a running factor for marginal efficiency improvement to a enabler of basic innovation and disruption in many industrial sectors.

The course consists of four connected perspectives/course parts linked through the theme of digitisation:

Part 1: What is digitisation

Part 2: "The digital consumer and digital marketing"

Part 3: New business models and models for digital activities

Part 4: Digital change and towards the network society

To build a basis for these perspectives the course will start with a general introduction to digitisation. Thereafter, the course focuses on digital consumers and digital marketing, treating different perspectives on new digital consumer behaviours and how these behaviours are created in the use of new technologies. This part focuses also on creation of value and common creation of value, as well as on ways to reach these consumers through different marketing activities. In the third part, still with a focus on consumers and market challenges, the attention is shifted to business models and how these are influenced by digitisation. It also introduces activities and organizational issues connected to digitisation. The fourth part, finally, puts the attention on industry development and structural changes that are caused by digitisation.

## Course literature

Will be announced at least 10 weeks before the start of the course

## Examination

- TEN1 - Exam, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

## Other requirements for final grade

- Group assignments, partly covering [ILO 2&3]: 30% of final grade
- Individual written examination, partly covering [ILO 1&2]: 70% of final grade

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.