

## Services in the Digital Society 15 credits

Tjänster i det digitala samhället 15 hp

Second cycle

Main field: Informatics, Second cycle, has only first-cycle course/s as entry requirements (AIN)

Syllabus is adopted by the Research and Education Board (2024-03-20) and is valid for students admitted for the autumn semester 2024.

### Placement in the Academic System

The course is included in the Master's Programme in Digital Service Innovation, 120 credits. The course is also offered as a freestanding course.

### Prerequisites and Conditions of Admission

Bachelor's degree 180 credits in informatics, information science, computer science, interaction design, software development, information technology, service science, innovation science, business administration or equivalent. The degree must be equivalent to a Swedish kandidatexamen and must have been awarded from an internationally recognised university. English 6. Exemption of the requirement in Swedish is granted.

### Course Objectives

The overall objective of the course is to provide broad knowledge of services in the digital society based on three areas of knowledge: informatics, innovation science and service science. One purpose of the course is that the student develops the ability to critically analyse and evaluate digital service innovation as well as develop his/her ability to integrate sustainability into digital service development and design.

Following successful completion of the course the student should be able to:

#### *Knowledge and understanding*

- account for and present digital service innovation based on the three knowledge areas: informatics, innovation science and service science
- explain innovation as a process and how innovation affects society, organisations, and individuals
- describe how sustainability affects technological and social development from a historical perspective
- account for and present sustainability as a starting point and strategy for digital service innovation

#### *Skills and ability*

- systematise and integrate knowledge from informatics, innovation science and service science to be able to critically analyse digital service innovation
- critically analyse the consequences of digitalisation and digital transformation in relation to society, organisations, business, and everyday life
- formulate strategies for sustainable digital service development and design

#### *Judgement and approach*

- discuss digital service innovation phenomena from different perspectives, such as ethics, culture, power, gender, equal treatment
- evaluate the social, economic and environmental sustainability of digital service innovations.

### Primary Contents

The course provides a social scientific orientation of digitalisation and digital service innovation. It deals with digitalisation, digital transformation, digital platforms as well as digital ecosystems. The course focuses particular on sustainability and critical perspectives when evaluating and designing future digital artefacts. The course contains practical elements for designing strategies for sustainable digital service development.

### Teaching Formats

Teaching will comprise of lectures, seminars and workshops.

Teaching is in English.

### Examination

The overall grades of F (Insufficient), E (Sufficient), D (Satisfactory), C (Good), B (Very Good), A (Excellent) will be awarded for the course.

Examination consists of written examination; written and oral presentation and assignment.

Name of the test		Grading
Written Examination	7,5 credits	F/E/D/C/B/A
Written and Oral Presentation: Analysis of Digital Service Innovation Phenomena	4 credits	F/E/D/C/B/A
Assignment: Sustainable Digital Service Development and Design	3,5 credits	U/G

If there are special reasons, the examiner may make exceptions from the specified examination format and allow a student to be examined in another way. Special reasons can e.g. be a decision on learning support.

For elite sports students according to Riktlinjer för kom-

inationen studier och elitidrott vid Högskolan i Halmstad, DNR: L 2018/177, the examiner has the right to decide on an adapted examination component or let the student complete the examination in an alternative way.

### Course Evaluation

Course evaluation is part of the course. This evaluation should offer guidance in the future development and planning of the course. Course evaluations should be documented and made available to the students.

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## Course Literature and Other Study Resources

Preliminary literature (literature may be updated in dialog with course participants).

Amit, R. & Zott, C. (2012). Creating value through business model innovation. *MIT Sloan Management Review*, 53(3), 41.

Caradonna, J. L. (2014). *Sustainability: A History*. Oxford University Press.

Chesbrough, H. (2010). *Business model innovation: opportunities and barriers*. *Long range planning*, 43(2-3), 354-363.

Ciriello, R. F., Richter, A. & Schwabe, G. (2018) *Digital Innovation*, *Business Information Systems Engineering*, 60(6):563–569.

Eisenmann, T. R., Parker, G. & Van Alstyne, M. W. (2006). Strategies for two-sided markets. *Harvard Business Review*, Vol. October.

Ghazawneh, A. (2016). The Challenges of Designing Digital Services for Multiple Mobile Platforms. In: *Proceedings of European Conference on Information Systems, ECIS 2016*. Istanbul, Turkey. June.

Koskela-Huotari, Kaisa, Bo Edvardsson, Julia M. Jonas, David Sörhammar, & Lars Witell. Innovation in service ecosystems—Breaking, making, and maintaining institutionalized rules of resource integration. *Journal of Business Research* 69, no. 8 (2016): 2964-.

Lusch, Robert F., Stephen L. Vargo, & Matthew O'brien. Competing through service: Insights from service-dominant logic. *Journal of retailing* 83, no. 1 (2007): 5-18.

Myhren, P., Witell, L., Gustafsson, A. & Gebauer, H. Incremental and radical open service innovation. *Journal of Services Marketing*, 32, no. 2 (2018): 101-112.

Nambisan, S., Lyytinen, K. & Yoo, Y. (2020). Digital innovation: towards a transdisciplinary perspective. In *Handbook of Digital Innovation*. Edward Elgar Publishing.

Reed, T.V (2014). *Digitized lives. Culture, Power, and Social Change in the Internet Era*. Routledge.

de Reuver, M., Sørensen, C. & Basole, R. C. (2018). The digital platform: a research agenda. *Journal of Information Technology*, 33(2), 124-135.

Sebastian, I., Ross, J., Beath, C., Mocker, M., Moloney, K. & Fonstad, N. (2017). How big old companies navigate digital transformation. *MIS Quarterly Executive* 16(3).

Svahn, F., Mathiassen, L., Lindgren, R. & Kane, G. C. (2017). Mastering the digital innovation challenge. *MIT Sloan Management Review*, 58(3), 14.

Williams, K., Chatterjee, S. & Rossi, M. (2008). Design of Emerging Digital Services: A Taxonomy. *European Journal of In-*

formation Systems, Vol. 17, No., pp. 505-517.

Wirtz, J & Lovelock, C (2017). Chapter 1 from the book *Essentials of Services Marketing*, 3rd edition.

Yoo et al. (2010). The New Organizing Logic of Digital Innovation: An Agenda for Information Systems Research. *Information Systems Research*, Vol. 21, No. 4, pp. 724–735.

Åkesson, M. & Thomsen, M. (2014, June). Digital Innovation and Social Dilemmas. In *International Working Conference on Transfer and Diffusion of IT* (pp. 49-61). Springer, Berlin, Heidelberg.

Internet:

European Union: Sustainable Development

[http://ec.europa.eu/environment/sustainable-development/index\\_en.htm](http://ec.europa.eu/environment/sustainable-development/index_en.htm)

United Nation's Sustainable development goals 2030

<http://www.un.org/sustainabledevelopment/development-agenda/>

UNESCO and Sustainable Development Goals

[http://ec.europa.eu/environment/sustainable-development/index\\_en.htm](http://ec.europa.eu/environment/sustainable-development/index_en.htm)