



COURSE SYLLABUS

Strategi för mjukvaruutvecklande företag Strategy for Software Developing Firms 7.5 credits (7,5 högskolepoäng)

Course code: IY2626

Main field of study: Industrial Economics and Management

Disciplinary domain: Technology

Education level: Second cycle

Specialization: AIF - Second cycle, has second cycle course/s as entry requirements

Subject area: Industrial Engineering and Management

Language of instruction: English

Applies from: 2019-11-01

Approved: 2019-10-25

1. Decision

This course is established by Dean 2019-10-17. The course syllabus is approved by Head of Department of Industrial Economics 2019-10-25 and applies from 2019-11-01.

2. Entry requirements

Admission to the course requires taken courses Globalization, Digitalization and Internationalization Strategies 7.5 credits, Economic Analysis of Technology, Technological Change and Strategy 7.5 credits and Entrepreneurship and Strategy 7.5 credits.

3. Objective and content

3.1 Objective

The objective of the course is to enable students to develop advanced knowledge about the theories and models used to understand strategic work by software-developing firms and what distinguishes digital products from traditional products from an economic perspective. The course also aims to develop students' understanding of how platforms (markets and products) influence firms in their strategy formulation and market positioning.

3.2 Content

The course covers the analysis of the distinction between the provision of digital and physical products from an economic perspective. The course also deals with different views of strategy and how they apply to software-developing firms.

4. Learning outcomes

The following learning outcomes are examined in the course:

4.1 Knowledge and understanding

On completion of the course, the student will be able to:

- understand the economic attributes of a digital product
- understand the difference between a digital market and a physical market from an economic perspective
- understand different approaches to strategy
- understand the use of option theory, portfolio choice theory and game theory for strategic decision-making
- understand the major trends that software development has undergone from an economic perspective

4.2 Competence and skills

On completion of the course, the student will be able to:

- evaluate strategies used by software developing firms using different approaches
- understand how the strategic interaction between firms depend on market structure
- understand the role of options in managing risk and creating value in strategic decisions

4.3 Judgement and approach

On completion of the course, the student will be able to:

- analyze a software-developing firm's chosen strategies using an option games approach

5. Learning activities

Teaching activities in the course include lectures, exercise sessions and seminars. The course is assessed on an ongoing basis.

6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
1910	Written assignment	2 credits	GU
1920	Written assignment	1.5 credits	GU
1930	Written examination	4 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The course-PM for each course revision should include the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

7. Course evaluation

The course evaluation should be carried out in line with BTH:s course evaluation template and process.

8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

9. Course literature and other materials of instruction

Cusumano, Michael A. (Latest edition). Staying in power. Six enduring principles for managing strategy and innovation in an uncertain world. Oxford University Press

Smit, Han T. J. och Trigeorgis, Lenos (Latest edition). Strategic investment. Real options and games. Princeton University Press

Scientific articles, reports and other additional reading material of maximum 500 pages are included.