



## The digital transformation of retail

### Handelns digitalisering

7.5 credits

7.5 högskolepoäng

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**Ladok Code:** AE1HD3

**Version:** 1.1

**Established by:** Committee for Education in Business and Working Life 2020-06-11

**Valid from:** Spring 2021

**Education Cycle:** First cycle

**Main Field of Study (Progressive Specialisation):** Business Administration (G1F), Textile Management (G1F)

**Disciplinary Domain:** Social sciences

**Prerequisites:** The course Basic Marketing 7,5 credits (or equivalent).

**Subject Area:** Business Administration

**Grading Scale:** Seven-degree grading scale (A-F)

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### Content

The course aims to provide the student with basic knowledge about how the digital transformation affects the fashion and textile retail industry in specific and some other selected key industries. The course also includes a historical perspective on the development of retailing as well as ethical aspects of the digital transformation of retail. In addition, the course also aims to introduce students to the latest research nationally and internationally, focusing on the digital transformation of retail. The course will provide students with insight into and opportunity to problematise about what creates value for companies and customers, and how the interaction between technological development and societal changes affects the customer's purchasing behaviour as well as the company's business models and how the customer and digitalisation affect business models.

### Learning Outcomes

After completing the course, the student will be able to:

#### *Knowledge and understanding*

- 1.1 Describe, discuss and reflect on different ways in which the digital transformation affects retailing and its format from an industry perspective,
- 1.2 Explain basic concepts, concepts, and models that are central to the digital transformation of retail,
- 1.3 Collect and present in writing an example of an empirical material,

#### *Skills and Abilities*

- 2.1 Identify and motivate key concepts, theories, and results that describe the digital transformation of retail,
- 2.2 Motivate the collection of a specific empirical material for analysis in relation to a problem formulation that is theoretically rooted in the course's literature,
- 2.3 Analyse and report conclusions regarding the digital transformation of retail on the basis of collected empirical material,

#### *Evaluation ability and approach*

- 3.1 formulate, reflect on, and discuss the effects of the digital transformation with the support of relevant theory formation and previous research,
- 3.2 with support in relevant theory formation and previous research, problematise the effects of the digital transformation of retail based on collected empirical material,
- 3.3 with the support of relevant theory, reflect on methods used in retailing research.

### Forms of Teaching

The teaching is conducted in the form of lectures and seminars.

The course literature is in English.

The language of instruction is English.

### **Forms of Examination**

The course is examined through the following exams:

Examinations Individual written exam

Learning objectives: 1.1-1.2, 2.1, 3.1-3.3

Higher Education Credits: 4.5

Grading scale: Seven-point grading scale (A-F)

Project work: Group oral presentation

Learning Objectives 1.1-1.3, 2.1-2.3, 3.1-3.3

Higher Education Credits: 2

Grading scale: Fail (U) or Pass (G)

In case of failure or absence, the student will receive a supplementary written assignment.

Data collection: Conducted individually, data submission.

Learning objectives: 1.3

Higher Education Credit: 1

Grading scale \*: Fail (U) or Pass (G)

For the grade Pass to be received for the whole course, it is required that the student pass all of the course's exam elements as well as receives a grade of A-E on the exam. In addition, for the grade Pass with distinction for the whole course, a grade of Pass with distinction on the individual written examination is required. The final grade on the exam sets the final grade for the entire course.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

### **Literature and Other Teaching Methods**

Fry, H. (2018) *Hello World. How to be human in the age of the machine*. London, Random House UK.

Niemeir, S., Zocchi, A. & Catena, M. (2013). *Reshaping Retail*. Wiley and Sons Inc 208 sidor (Electronic resource)

Söderlund, M., (2018). *Experiments in marketing*. Lund: Studentlitteratur

Additional literature and teaching materials are provided via the learning platform (max 500 pages).

### **Student Influence and Evaluation**

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås, in which student perspectives are to be collected. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes.

Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

### **Miscellaneous**

The course is offered within the Store Manager programme the Bachelor Programme in Textile Management, with specialization in Fashion and Retail, the Bachelor Programme in International Business and IT, and as a stand-alone course.