

Welcome to Digital Economy & Leadership

Informatics: Digital Economy and Leadership
Master's programme

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Congratulations
—♦— on being —♦—
accepted!
—♦—

Plan for the next two hours

- Get to know each other
- Information about the program
- Course: Digital Leadership
- Course: Digital Ecosystems
- Course: Digital Business Development
- Administrative and practical matters

Let's meet the cohort

✓ **Your name**

✓ **Where you studied (or worked) before**

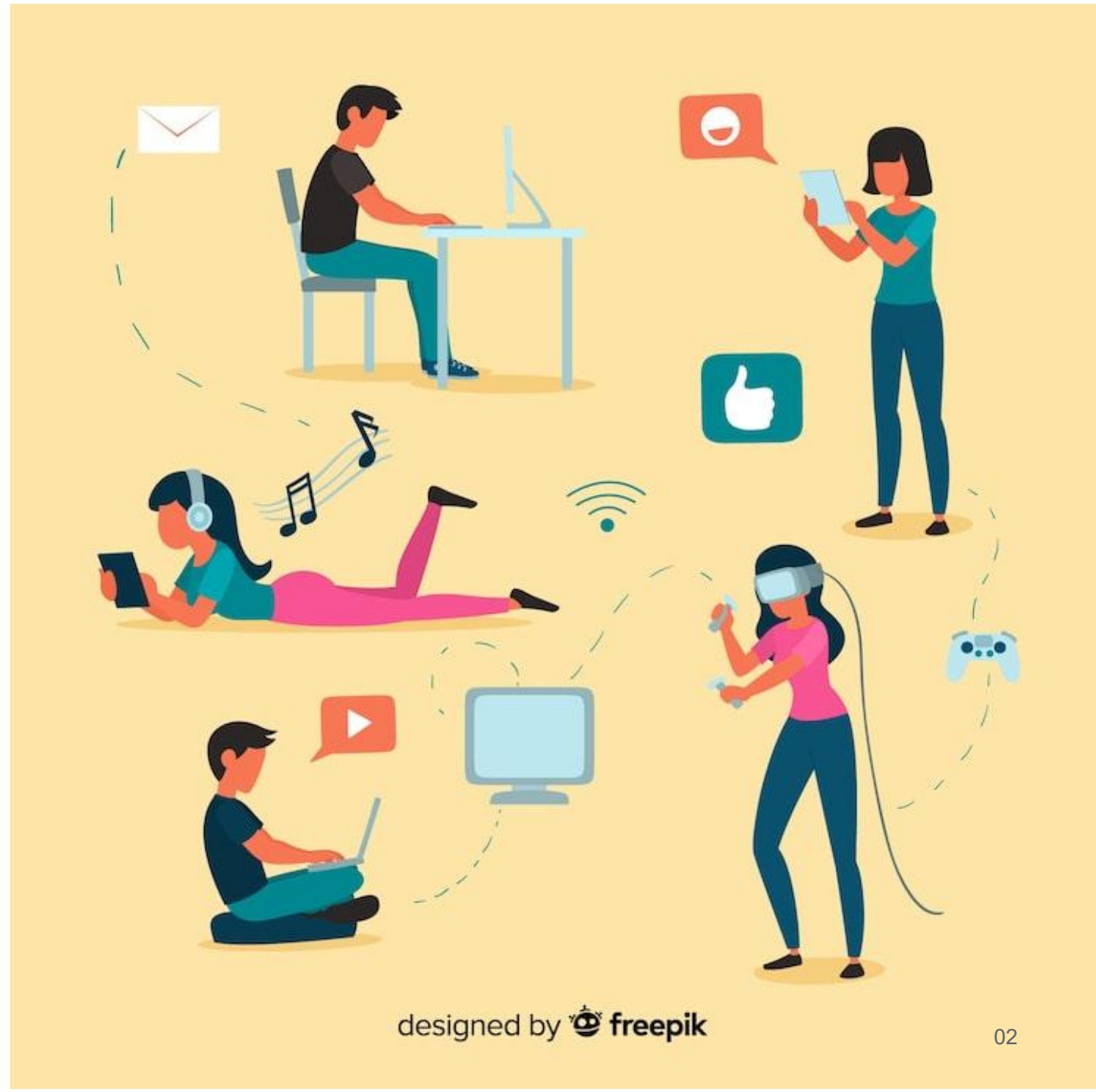
✓ **Your hobby/interests**

Who used at least five digital products and services this morning?

Which ones?

Digital systems shape our everyday life

Transport, Music, News, Social Media, BankID, Maps, Messages, AI...



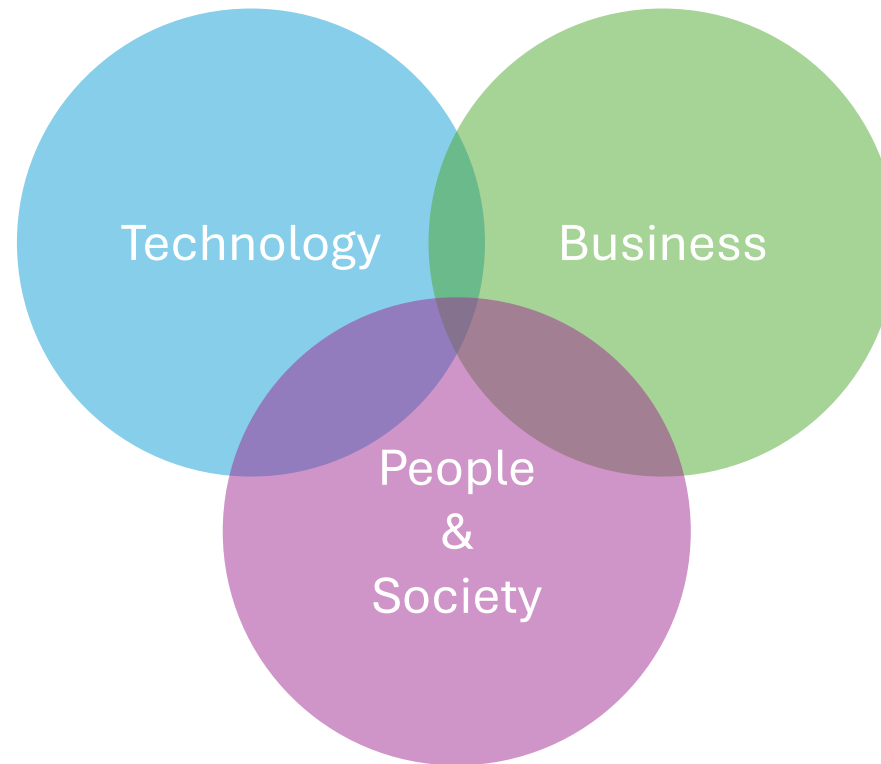
Behind every digital product or service are many choices!

- How the system should be built?
- What data to use and how to use it?
- Who are the users?
- What are the costs?
- How to make it profitable, valuable, sustainable?...



Digital change and systems are never only technical

They are also economic, they are organisational, and they are social.



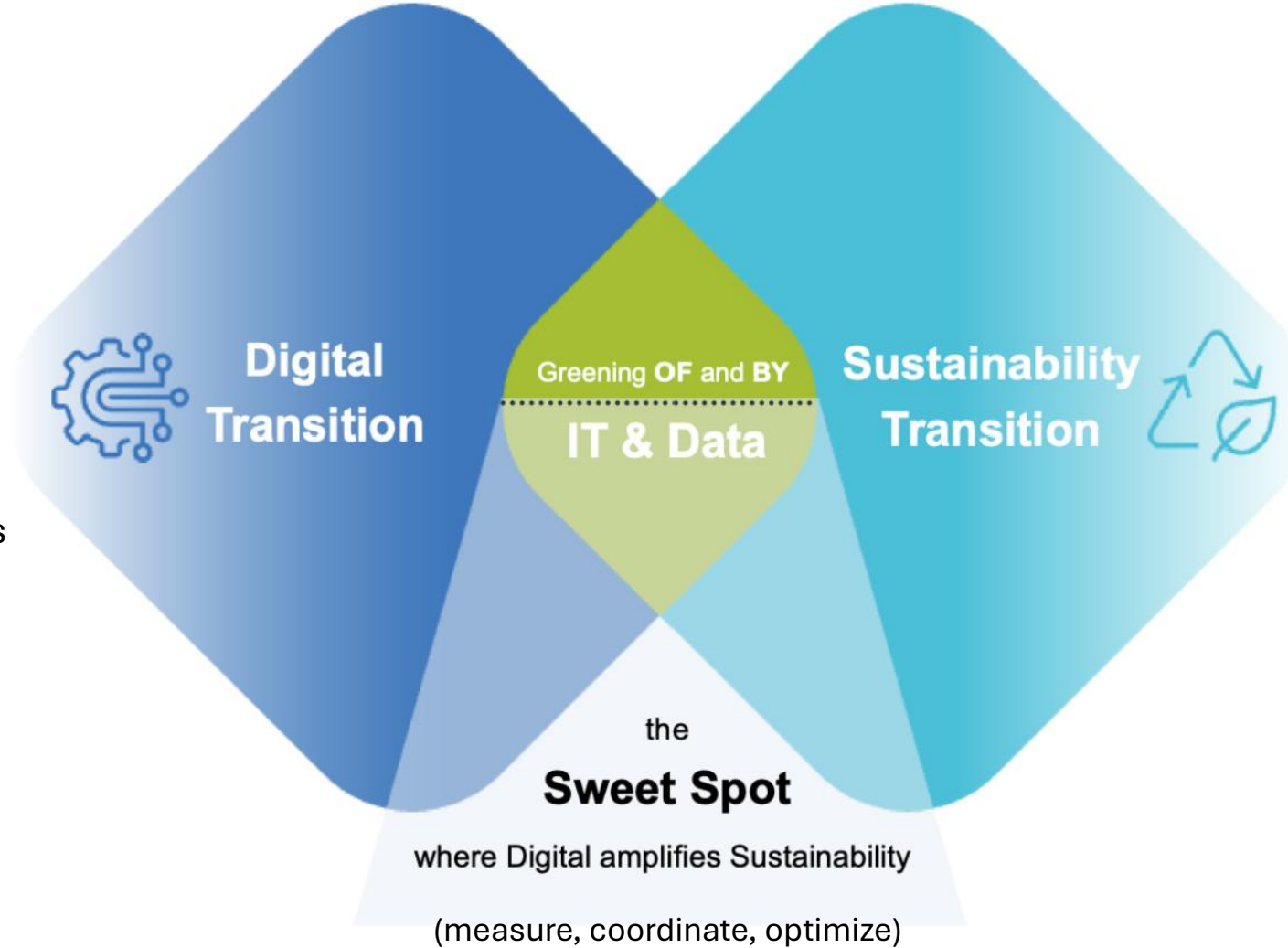
Digitalisation can shape progress across all 17 goals of sustainable development.



- GOAL 1: No Poverty
- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace and Justice Strong Institutions
- GOAL 17: Partnerships to achieve the Goal

Twin Transition

- Digital infrastructure and connectivity
- Data, AI and automation
- Platforms and digital services
- New business models and ways of working



- Climate neutrality and decarbonisation
- Renewable energy
- Energy efficiency
- Low-carbon transport, buildings and industry

Challenging and not automatic – has to be designed, organized, governed

Goal 12: Responsible Consumption & Production

- Discuss for 2-3 minutes with the person next to you: *What are the positive and negative impacts of these platforms on sustainability?*
 - Finn(Torget)/Tise



Positive impact

Negative impact

Finn/Tise

Potential positive impacts

Extend the lifetime of products and Reduce waste by finding new users for unwanted products

Normalise and make reuse and circular consumption convenient

Make products more affordable (social sustainability)

Potential negative impacts

Shipping, collection trips and packaging have environmental impacts

The platform and its digital infrastructure also consume energy

Low prices and convenience may encourage people to buy more

Scams

What you will learn to do



Analyse

Use research and theory to explain complex digital change



Design & lead

Shape digital initiatives in organisations



Research

Choose and use methods responsibly



Communicate

Build clear arguments across disciplines

Adaptability and human strengths matter!

**The tools/
industries/
world
will change.**

**Your need to adapt
becomes the constant.**

LEARN to ADAPT

Experiment, ask for feedback and do not be afraid to change direction.

LEARN to LEARN

Teach yourself new tools, concepts and domains.

DEVELOP HUMAN STRENGTHS

Practise judgement, empathy, creativity, ethics, communication, and collaboration.

Use AI to extend your capabilities - not to replace your thinking.

Long or short master's thesis

Example with short master's thesis of 30 ECTS credits and other master courses of 90 ECTS credit:

4. semester	Master's thesis	Master's thesis	Master's thesis
3. semester	Elective master course	Elective master course	Elective master course
2. semester	IN5160 - Digital leadership	Elective master course	Elective master course
1. semester	IN4150 - Digital ecosystems	IN4270 - Digital business development	IN4340 - Engaged qualitative research methods
	10 ECTS credits	10 ECTS credits	10 ECTS credits

Example with long master's thesis of 60 ECTS credits and other master courses of 30 ECTS credit:

4. semester	Master's thesis	Master's thesis	Master's thesis
3. semester	Master's thesis	Master's thesis	Master's thesis
2. semester	IN5160 - Digital leadership	Elective master course	Elective master course
1. semester	IN4150 - Digital ecosystems	IN4270 - Digital business development	IN4340 - Engaged qualitative research methods
	10 ECTS credits	10 ECTS credits	10 ECTS credits

Obligatory subjects

There is no single DIGØK career path

One degree can lead towards **building**, **translating**, **leading** or **creating**.

Builders: Developer, Data analyst

Bridge-builders: Consultants

Leaders: Product, Project, Technology

Creators: Entrepreneurs, Corporate innovators



Cecilie - DIGØK alumna and technology leader at Capra

Great outcomes are built week by week

MSc studies are supposed to be challenging.

You do not need to know everything now.

But keep showing up, practice, and use the resources available.

✓ **Start early**

✓ **Participate actively**

✓ **Ask for help**

✓ **Be social, learn with others**

✓ **Compare less**

Practical information

- Master's thesis meeting (in September) – more information will be shared soon.
- Master's students' room on the 6th floor.

Digitalization changes companies, organisations and society.

There is a lack, globally, of candidates that combine technical knowhow with business skills!

Questions?