



JÖNKÖPING UNIVERSITY
International Business School

Dear Digital Business and AI Management student,

I would like to take this opportunity to welcome you to the Master in Management programme in *Digital Business and AI Management* and provide you with some initial information regarding your first two courses. I am very happy that you chose this programme, and I can assure you that my colleagues and I will make our utmost to make your time at Jönköping International Business School (JIBS) both enjoyable and productive.

Together we will explore the world of digitalisation and study the ways in which it transforms how businesses operates. We have a great group of dedicated faculty members that will be your guide in this rapidly changing world.

The first week, 24-28 of August, is devoted to information sessions, lectures, and social events to introduce you to your programme and our school. It is vital that you attend information sessions and lectures, and we also recommend that you take part in the social events. Doing so will speed up the process of feeling right at home here. There will be a mandatory roll call during this week, with precise details provided in a separate message. During the roll call, I will have the opportunity to meet you all in person. I look forward to seeing you then!

In order to navigate your first week of study at JIBS, I am sure you will find the information portal ([English](#) and [Swedish](#)) for new students helpful. The student [web](#) is another useful source of information regarding courses and other university-related activities. Please check for updates on the JU web page.

As programme director, I am responsible for the overall quality and development of the programme. You are more than welcome to get in touch with me with questions regarding the programme at any time. Questions regarding specific courses must however be sent directly to course examiners.

Let me also give you a short description of the first two courses – ‘Digital Business and Strategy’ and ‘Working Across Boundaries’ – and the faculty involved:

Digital Business and Strategy

In this course, you will explore the relationship between digitisation and business strategy, examining how technology creates and captures value in contemporary markets. Upon completion, you will be able to formulate digital business strategies that align technological investments with organisational objectives. You will know how to analyse value creation opportunities through digital technologies, design innovation strategies, and develop implementation approaches.

[Course syllabus](#)

The course responsible teacher and examiner is:



Ryan Rumble

Assistant professor

ryanmichael.rumble@ju.se

Working Across Boundaries

This course prepares you to navigate the academic, interpersonal, and professional challenges of your master studies. As you begin your programme at JIBS, you will encounter new expectations, diverse perspectives, and complex organisational contexts. This course provides a foundation for critical engagement, collaborative learning, and personal development, helping you build the mindset and habits needed to thrive throughout your programme. You will work through three modules – ethics, teams, and individuals and organisations – that teach you, respectively, how to navigate the boundaries between student and academic life, boundaries among team members, and within organisations.

[Course syllabus](#)

The examiner and course responsible is:



Ramya Sakthivel

Assistant Professor

ramya.sakthivel@ju.se

We look forward to seeing you in August!

/Lena and the teaching team of Digital Business and AI Management



Lena Olaison

Assistant Professor in Business Administration

Programme Director, Master in Management programme in Digital Business and AI Management

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