



Course and Examination Fact Sheet: Spring Semester 2018

8,218: Digitalization and Customer Centricity

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper with presentation (all given the same grades) (70%)

Decentral - Written examination (30%, 60 mins.)

Attached courses

Timetable -- Language -- Lecturer

[8,218,1.00 Digitalization and Customer Centricity](#) -- Englisch -- [Ludwig Stephan](#) , [Herhausen Dennis](#)

Course information

Course prerequisites

This course is part of the SIM Master.

Course content

The course “Digitalization and Customer Centricity” addresses two recent and important strategic imperatives in an integrative way: Customer Centricity and Digital Transformation. Indeed, all companies agree they have to become more customer-centric and more digital. Therefore, this course focuses on top management’s increasingly important task of bringing customer centricity to life in a digital world. The goal of the course is to discuss the key elements, issues, and challenges of digitalization and customer centricity, incorporating a real life case. This should enable students:

- To understand the nature and components of a customer centric digital transformation – strategy, resources & capabilities, and organizational structure.
- To study the major tasks and challenges of managing digital customer interactions.
- To understand the psychological and behavioral foundations that form the basis for a successful digitalization and customer centricity strategy.
- To analyze current challenges of customer centricity and digitalization for the collaborating company.

Topics of the course include, among others, “Key Concepts of Customer Centricity”, “Digital Transformation”, “The Value of Big Data”, “Touchpoint Management and the Customer Journey”, “Customer Relationship Management”, and “Digital Customer Interactions”.



Course structure

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Course literature

will be distributed on studynet

Selected Articles and Studies:

- Barwise, P., & Meehan, S. (2010). Is Your Company As Customer-Focused As You Think? MIT Sloan Management Review, 51(3), 63.
- Fitzgerald, M., Kruschwitz, N., Bonnet, D., & Welch, M. (2014). Embracing digital technology: A new strategic imperative. MIT Sloan Management Review, 55(2), 1.
- French, T., LaBerge, L., & Magill, P. (2011). We're all marketers now. McKinsey Quarterly, 25(3), 26-34.
- IBM (2010). Capitalizing on complexity. IBM Global Business Services, Somers, USA.
- Kane, G. C. (2016). The Dark Side of the Digital Revolution. MIT Sloan Management Review, 57(3).
- Kane, G. C., Palmer, D., Phillips, A. N., & Kiron, D. (2015). Is Your Business Ready for a Digital Future? MIT Sloan Management Review, 56(4), 37.
- Kiron, D., Kane, G. C., Palmer, D., Phillips, A. N., & Buckley, N. (2016). Aligning the Organization for its Digital Future. MIT Sloan Management Review, 58(1).
- Martin, R. (2010). The age of customer capitalism. Harvard Business Review, 88(1).
- McGovern, G. J., Quelch, J. A., & Crawford, B. (2004). Bringing customers into the boardroom. Harvard Business Review, 82(11), 70-80.
- McKinsey & Company (2012). Banking on Customer Centricity: Transforming Banks into Customer-Centric Organizations. EMEA Banking Practice, McKinsey & Company.
- McKinsey & Company (2016). An incumbent's guide to digital disruption.
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. Harvard Business Review, 85(2), 116.
- Rust, R. T., Moorman, C., & Bhalla, G. (2010). Rethinking marketing. Harvard Business Review, 88(1/2), 94-101.
- Shah, D., Rust, R. T., Parasuraman, A., Staelin, R., & Day, G. S. (2006). The path to customer centricity. Journal of Service Research, 9(2), 113-124.

Additional course information

The course follows a real integrative and interdisciplinary approach by analyzing current issues in customer centricity and digitalization from different perspectives. In an interactive setting, the students will form teams to work on different tasks regarding challenges in customer centricity and digitalization on a specific real-life case.

Examination information



Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - Group examination paper with presentation (all given the same grades) (70%)

Remark

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Examination-aid rule

Term papers

- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2015), Lern- und Arbeitsstrategien (11th ed., 4th printing). Aarau: Sauerländer).
- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B. (2014, Juristisches Arbeiten: Eine Anleitung für Studierende (5. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Written examination (30%, 60 mins.)

Remark

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Examination-aid rule

Extended Closed Book

The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries (no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

no supplementary aids allowed

Examination languages



Question language: English

Answer language: English

Examination content

Group examination paper with presentation

At the end of the course the students will have to present their results to company representatives and the lecturer. Additionally, the groups will have to write a paper in which they summarize their results (together 70% of the final grade). The length of the paper should not exceed 20 pages and shall correspond to general scientific requirements.

Written Examination

Covering all topics of the course (30% of the final grade)

It is taken for granted that students prepare for the lectures and play an active role within the course. The attestation will only be certificated if the overall score is at least 4.0. If the student does not achieve the claimed score, s/he can repeat the exam once.

Examination relevant literature

All content of the lectures are relevant for the exam.

Please note

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc.

When will the fact sheets become binding?

- Information about courses and examination time (central/decentral and grading form): from the start of the bidding process on 25 January 2018
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 19 March 2018
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 09 April 2018

Please look at the fact sheet once more after these deadlines have expired.