



Course and Examination Fact Sheet: Spring Semester 2019

6,110-08: Integrative Seminar

ECTS credits: 3

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper with presentation (all given the same grades) (100%)

Attached courses

Timetable -- Language -- Lecturer

[6,110,3.08 Integrative Seminar: Independent Studies, Group 8](#) -- Englisch -- [Maas Peter](#)

Course information

Course prerequisites

Interest in

- understanding customer behavior
- crafting customer strategies
- understanding business models

Course content

Google, Uber, and Apple have transformed industries and markets by providing superior value for customers. Thinking strategy and building business models consequently from the customers' perspective yields tremendous potential. However, current theory and practice are ill equipped in doing so.

Therefore, the learning objectives of this course are to

- identify and understand customer behavior and needs
- evaluate and decode current customer-focused business models
- craft customer strategies and business models

To achieve these goals and to experience customer strategies first hand, each team chooses one company to analyze from one of the three core customer perspectives (customer value, customer experience, or customer journey). By transferring this knowledge, the teams will craft customer-focused strategies for an incumbent organization.

Course structure

Kick-Off meeting: Introduction and group allocations

Mid-term workshop: Presentation and discussion of findings from company analyses

Final presentation: Presentation and discussion of final results and recommended strategies

Personal attendance of all meetings is required. Additional meetings with the lecturer may be arranged by groups individually.

Electronic submission of term papers to christopher.schumacher@unisg.ch



Course literature

Will be announced during the kick-off meeting

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/1)

Examination time and form

Decentral - Group examination paper with presentation (all given the same grades) (100%)

Remark

Term paper (50%) and presentations (50%)

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. (2017), Lern- und Arbeitsstrategien (12th ed., Cornelsen Schweiz).
- 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., OGORÉK R. et SCHINDLER B. (2018, Juristisches Arbeiten: Eine Anleitung für Studierende (6. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Grading

Mid-term presentation: 20%

Final presentation: 30%

Term paper: 50%

Examination relevant literature



Will be announced during the kick-off meeting

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 24 January 2019
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 18 March 2019
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 08 April 2019

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