



Course and Examination Fact Sheet: Autumn Semester 2021

5,127: Management in the Digital Economy

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Written examination (with defined exam duration) (70%, 90 mins.)

Examination time: term time

Decentral - Presentation (individual) (30%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[5,127,1.00 Management in the Digital Economy](#) -- Englisch -- [Back Andrea](#) , [Marheine Christian](#)

Course information

Course prerequisites

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Learning objectives

- Knowledge. Students learn a variety of principles of the digital economy (see the list in course structure for more detail).
- Transfer. Students are able to apply their knowledge in short cases to support organizations in their decision making with regard to their digital strategy and business transformation goals.
- Skills. Students learn and apply a broad mix of methods to structure and solve small cases in group works (e.g., Business Model Canvas, Scrum).
- Attitudes. Students learn to analyze organizations from a digital innovation perspective and get to know the associated job profiles that are essential for their future careers.

Course content

In this course, we are going to look at how organizations adapt to the challenges of an increasingly digital economy and how they undergo digital transformation in order to survive and thrive in this environment. The course can be considered a "101" introductory class which covers a broad range of topics and phenomena related to digitalization including economic principles of the digital world, digital business models, user-centered design, digital products & services, marketing & analytics, agile principles & practices, and digital startup management (see the list below for more detail). Its intent is to give students an overview of the field rather than an in depth understanding of any topic in particular (you will find advanced courses on many of our topics in other offerings of the HSG portfolio). With each topic, we will introduce a job profile that is associated with it such as the roles of business developers, UX designers, chief digital officers, social media specialists, product managers, scrum masters, and more. Some sessions will be taught by co-teachers from practice and the lectures will be supplemented by case studies, practical exercises and hands-on workshops.

With regards to the "Pecha Kucha" presentations, students get to choose a presentation topic from a list of multiple themes that touch on the digital economy.

You can find a short video introduction on this course under the following link: <https://vimeo.com/278271508>



Course structure and indications of the learning and teaching design

- This course counts 4 credits. Accordingly, the total workload for students is 120 hours. This includes self-study, campus time and all examinations.
- The structure of the contact study is planned as follows: 4 hours of lectures in a weekly rhythm that includes on average 2 hours of guest lectures or 2 hours of interactive contact in a blended learning format or group work in class.
- The course is conducted in presence in St. Gallen and accessible live via Zoom as a hybrid format.

Further explanation of the teaching and learning design:

Typically, the first part of the half-day class units will be held in lecture style format, and the second part will use interactive formats and often include co-teachers from practice. Two units are dedicated to the students' individual short presentations.

The course is structured into weekly topic units (slight alterations possible):

1. Introduction
2. Internet economics
3. Digital business models
4. Digital strategy & transformation
5. Digital user & user experience
6. Digital products & services
7. Digital marketing & analytics
8. Agile software development & enterprise
9. Work transformation & co-working
10. Digital startup management

Course literature

In our opinion, a fast-evolving subject like the digital economy and digital business cannot be taught by using the one book. Hence, mandatory literature will be announced in the introduction lecture. As basic studying material, a slide-set will be provided continuously previous to corresponding lectures.

Additional course information

As this course involves small group-works, bringing your laptops, tablets or smartphones to class is highly welcome.

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in AS2021, the course information listed above will be changed as follows:

- The course (also guest lectures) will be conducted online (ZOOM) but won't be recorded.
- Further information are communicated via StudyNet.

The examination information listed below would be changed as follows:

- The (Pecha Kucha) presentation and written examination will be conducted online (ZOOM).
- Further information is communicated via StudyNet.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - Written examination (with defined exam duration) (70%, 90 mins.)



Examination time: term time

Remark

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Examination-aid rule

Open Book

Students are free to choose aids but will have to comply with the following restrictions:

- All the pocket calculators that are not of the Texas Instruments TI-30 series are explicitly inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as electronic dictionaries, notebooks, tablets, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

All course material is permitted.

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Presentation (individual) (30%)

Examination time: term time

Remark

Pecha Kucha style presentations

Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

The written exam will typically cover all topics from the lecture modules, including those of our co-teachers from practice, and from announced additional mandatory literature.

Topics of individual short presentations will be announced during the introduction lecture.

Examination relevant literature

The mandatory literature consists of all lecture slides including those of the co-teachers from practice plus announced further readings, which will be put on StudyNet.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 26 August 2021);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 18 October 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 18 October 2021);

Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 45 (Monday, 8 November 2021).