



Course and Examination Fact Sheet: Spring Semester 2021

8,210: Digital Business and Transformation

ECTS credits: 4

Overview examination/s

(binding regulations see below)

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

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (55%)

Examination time: term time

Decentral - examination paper written at home (individual) (15%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[8,210.1.00 Digital Business and Transformation](#) -- Englisch -- [Leimeister Jan Marco](#) , [Ebel Philipp Alexander](#)

Course information

Course prerequisites

none

Learning objectives

Learning goals:

1. You will gain a deep insight into the challenges of digitalization, its impact on the organization of the future and the consequences for its customers.
2. You understand the mechanisms of digital value creation and derive consequences for new digital business.
3. You understand the basic principles and functioning of platform economics and can derive measures for designing digital platform business in a variety of use-cases
4. You understand the St.Gallen Digital Business approach and you are able to explain its main principles.
5. You are able to conceptualize a new digital venture with the help of the St.Gallen Digital Business approach
6. You understand the importance of prototyping and know what makes a good prototype.
7. You are able to elaborate and to evaluate a prototype for a given problem.
8. You are able to create a suitable business model for a new business idea.

Course content

In this course, students will be introduced to the fundamental principles of digital value creation and will learn how these principles can be translated into digital products and services. Following an action learning approach, the students will apply the "St. Gallen Digital Business Approach" as well as different scientific methods, in order to come up with new digital solutions. Within the course, the students will work on real-life company cases. The cases are solved in teams of five students each with the support of company ambassadors and method coaches.

Course structure

The seminar starts with a kickoff. Within this kickoff, a introduction into the topic of digital business and transformation, as well as the St.Gallen Digital Business Innovation approach is provided. Further, the materials for the self-study are presented and distributed. (Please note: Self-study of the provided relevant literature is strongly recommended). After the entry exam, the course continues with case studies to illustrate the topic of digital business and transformation with real world examples. Also, the participants will learn about the lean St.Gallen Digital Business Approach as a possible tool to generate and develop business



ideas.

Following an action learning approach, the students will then apply the "St. Gallen Digital Business Approach" as well as different scientific methods, in order to come up with new digital solutions. Within the course, the students will work on real-life company cases. The cases are solved in teams of five students each with the support of company ambassadors and method coaches.

At the end of the seminar, the students present their solution to the problem owners and companies involved in the course in the form of a short pitch. Last, every student contemplates the course and the lessons learned by writing a one-page reflection essay.

Course literature

Allmendinger, G., & Lombreglia, R. (2005). Four strategies for the age of smart services. *Harvard business review*, 83(10), 131.

Fountaine, T., McCarthy, B., & Saleh, T. (2019). Building the AI-powered organization. *Harvard Business Review*, 97(4), 62-73.

Kotter, J. (2007). Leading change: Why transformation efforts fail. *Harvard business review*, 86, 97-103.

Ross, J. & Fonstad, N. (2019). Learn from Hypotheses not Failures. *MIT CISR Research Briefing*, NO. XIX-5.

Weill, P., & Woerner, S. (2018). Surviving in an increasingly digital ecosystem. *MIT Sloan Management Review*, 59(2), 26-28A.

Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2021, the course information listed above will be changed as follows:

- The course is conducted online via the platform Zoom;
- The recordings of the course are available for 30 days;
- The lecturer informs via StudyNet/e-mail on the changed implementation modalities of the course;

The examination information listed below would be changed as follows:

- The presentation are conducted online and are being recorded;
- The examination part "Entry Exam" is cancelled/ the examination part "Presentation" is weighted a 85%

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

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

Examination time: term time

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, mobile telephones and others, are inadmissible.



- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (55%)

Examination time: term time

Remark

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Examination-aid rule

Presentations

In presentations, aids for visual presentation can be used. These aids can be specified or restricted by the lecturers.

Supplementary aids

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In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2021, the examination information listed below would be changed as follows:

- The presentation are conducted online and are being recorded;
- The examination part "Entry Exam" is cancelled/ the examination part "Presentation" is weighted a 85%
- In case classes resume on site in SpS2021, the examination part "Entry Exam" will not take place at any later stage.

Examination languages

Question language: English

Answer language: English

3. Examination sub part (3/3)

Examination time and form

Decentral - examination paper written at home (individual) (15%)

Examination time: term time

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 which is a published template in StudentWeb.

The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into texts 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., Lern- und Arbeitsstrategien, newest edition respectively.

For any work written at the HSG, the indication of the page numbers is mandatory independent of the chosen citation standard. 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.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

The content of the exam is based on the individual exam components and will be specified in more detail at kick-off.

Examination relevant literature

Is specified at kick-off

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 (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 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 04 (Thursday, 28 January 2021);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 22 March 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 22 March 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 14 (Thursday, 8 April 2021).