



Course and Examination Fact Sheet: Spring Semester 2022

8,210: Digital Business and Transformation

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Active participation (30%)

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.
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 are able to conceptualize a new digital venture in a user-centered manner. This includes:
 - You will be able to design and test a suitable Value Proposition
 - You understand the importance of prototyping and know what makes a good prototype.
 - You are able to elaborate and to evaluate a prototype for a given problem.
 - 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 a user-centered innovation approach (i.e. "St. Gallen Digital Business Innovation 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 and indications of the learning and teaching design

The seminar starts with a kickoff. Within this kickoff, a introduction into the topic of digital business and transformation, as well as user-centered innovation 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). 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 new 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

The required literature will be announced in the pre-kickoff session.

Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2022, 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;

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - Active participation (30%)

Examination time: term time

Remark

--

Examination-aid rule

Active classroom participation

In the "Active classroom participation" examination form, regular participation in class is assessed.

The assessment criteria can be as follows:

- Requests to speak enrich the discussion (productive) / requests to speak disturb the discussion (counterproductive);
- Requests to speak are correct/requests to speak are incorrect;
- Requests to speak are frequent/average/rare;
- No requests to speak, but students follow the lesson/no requests to speak and students do not noticeably follow the lessons.

Supplementary aids

--



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

--

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

--

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2022, the examination information listed below would be changed as follows:

- The presentation are conducted online and are being recorded;

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

--

Examination-aid rule

Term papers

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), or according to the recommendations of the Law School).

The reference sources of information (paraphrases, quotations, etc.) that has been taken over literally or in the sense of the original text must be integrated into the text in accordance with the requirements of the citation standard used. Informative and bibliographical notes must be included as footnotes (recommendations and standards e.g. in METZGER, C., Lern- und Arbeitsstrategien (latest edition)).

For all written work at the University of St.Gallen, the indication of page numbers is mandatory, regardless of the standard chosen. Where page numbers are missing in sources, the precise designation must be made differently: chapter or section title, section number, article, etc.



Supplementary aids

--

Examination languages

Question language: English

Answer language: English

Examination content

The content of the examination 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, 27 January 2022);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 15 (Monday, 11 April 2022).