



Course and Examination Fact Sheet: Spring Semester 2024

8,210: Digital Business and Transformation

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Individual work individual grade (15%)

Examination time: Term time

decentral - Active participation, Analog, Individual work individual grade (25%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (60%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

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

Course information

Course prerequisites

none

Learning objectives

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 will gain expertise in incorporating sustainability goals into the creation of digital business and the corresponding business models.
5. 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. Students engage in an immersive action learning experience, utilizing the 'St. Gallen Digital Business Innovation Approach'. The focus is on applying user-centered innovation strategies and various scientific methods to develop new digital solutions.

Throughout the course, emphasis is placed on creating digital innovations that are not only commercially viable, but also considerate of social responsibility and environmental sustainability. This pragmatic approach ensures that students are equipped with the skills to create solutions that are relevant in today's business landscape and mindful of broader societal and environmental impacts.

Students will have the opportunity to work on real-life cases provided by partnering companies. These projects are tackled in teams of up to five students, allowing for collaborative and diverse thinking. Each team will be supported by company



ambassadors and method coaches, offering guidance and industry insights, thereby bridging the gap between academic learning and practical application.

This course is designed for students who aspire to be at the forefront of digital business innovation, blending commercial acumen with a responsible approach to social and environmental challenges.

Course structure and indications of the learning and teaching design

The seminar starts with a kickoff. Within this kickoff, an 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 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, which will not only be commercially attractive but will also consider aspects of social responsibility as well as environmental sustainability. 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-pager reflection essay.

Course literature

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

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	15%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/3)

Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	25%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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3. Examination sub part (3/3)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	60%
Duration	--

Examination languages

Question language: English

Answer language: English



Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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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 13 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, 25. Januar 2024);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 18 March 2024);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 13 (Monday, 25 March 2024);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: Starting with de-registration period in CW 15 (Monday, 08. April 2024).