University of St.Gallen

Course and Examination Fact Sheet: Autumn Semester 2020

7,037: Enterprise Digital Platforms

ECTS credits: 6

Overview examination/s

(binding regulations see below)
Decentral - Group examination paper (all given the same grades) (40%)
Examination time: term time
Central - Oral examination (individual) (60%, 15 mins.)
Examination time: inter-term break

Attached courses

Timetable -- Language -- Lecturer
7,037,1.00 Enterprise Digital Platforms -- Englisch -- Haki Kazem

Course information

Course prerequisites

None

This course is assigned to the profile "IT Management", but can also be taken without selecting a specialisation.

Learning objectives

- Understanding the **main business processes**-supply-side, demand-side, and support processes-and their integration within the organization as well as with customers and suppliers;
- Analyzing capabilities of **enterprise digital platforms** and their exemplary instantiations/predecessors such as enterprise resource planning systems (ERP), supply chain management systems (SCM), customer relationship management systems (CRM), and business analytics (BA) systems;
- Assessing **business process innovations introduced by the latest technologies**, notably cloud computing ("Software-as-a-service") and mobile technologies;
- Gaining **hands-on experience** with a *commercially available* enterprise digital platform.

Course content

Contemporary organizations operate in complex business ecosystems, consisting of a plethora of suppliers (or business partners) and customers, in which co-creation of innovative products and services is contingent on close collaboration and process integration among all business actors. Surviving and thriving in such ever-changing business ecosystems requires end-to-end integration of business processes to, for example, quickly react to customer demands and to efficiently mobilize resources from suppliers.

Over the last decades, organizations have taken advantage of enterprise systems technologies (e.g., ERP systems) to automate and integrate business processes and to connect the entire organization in a digitally-enabled computing environment. Such enterprise systems have recently turned to **enterprise digital platforms** upon which the integration of business processes goes beyond organizational boundaries and beyond individual information systems, digital tools, or applications.

This course provides an overview of the main business processes in an organization and in integration with supplier and customer organziations. To this end, a commercially available enterprise digital platform will be used to conduct several exercises on various business processes.

Course structure

The course is structured in weekly lectures and exercises, covering the following topics:

- Part I: Organizational design
  - Functional vs. process organization
- Part II: Supply-side business processes
  - Sourcing
  - Procurement planning and processing
  - Supplier and procurement analysis
- Part III: Demand-side business processes
  - Customer account management, marketing and sales
  - Order fulfillment
- Part IV: Service-related business processes
  - Service vs. product business
  - Customer project planning
  - Customer project execution
- Part V: Financial business processes
  - Payment management
  - Financial analysis

Each of the afore mentioned topics will be covered by regular lectures as well as by in-class practical exercises. Therefore, each session consists of a (1) **lecture part** (first two hours) covering a wrap-up of the last week's exercise and an introduction to a new content (i.e., a new exercise) as well as a (2) **lab part** (second two hours) supporting students in conducting exercises. Throughout the course, students will use the SAP Business ByDesign system, an enterprise digital platform, to conduct all the exercises and to elaborate on their relations.

Course literature

References will be announced at the beginning of the course and in each respective course session.

Additional course information

In the case of the President's Board having to implement new directives due to the pandemic in autumn semester 2020, the course information will be changed as follows:

- The **lecture part** of each session will be conducted online (e.g., via Zoom) and will be recorded. The recordings will be made available for two weeks after each of the respective sessions.
- The **lab part** of each session will be conducted online (e.g., via Zoom). There will be no recording of lab sessions and students are supposed to take part in lab sessions in the predefined weekly time slots (i.e., the second two hours of the course, every week). Support for exercises outside of the regular lab sessions will be provided *only* in *exceptional* cases.
- The lecturer will inform students via CANVAS course page *or* CANVAS-enabled email on the changed implementation modalities of the course.

The examination information listed below would remain unchanged:

- No adjustments to the examination information for centrally organized examinations are necessary
- No adjustments to the examination paper written at home are necessary

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form
Decentral - Group examination paper (all given the same grades) (40%)

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Examination time: term time

Multi-submissions: answers to exercises' questions

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

Examination languages
Question language: English
Answer language: English

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2. Examination sub part (2/2)

Examination time and form
Central - Oral examination (individual) (60%, 15 mins.)
Examination time: inter-term break

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

Examination languages
Question language: English
Answer language: English

Examination content

- **Assignments** (40%): students conduct several exercises *individually* on SAP Business ByDesign platform during the semester to practice the introduced business processes in the class. Students submit their answers to exercises' questions in small groups (two students per group) in several rounds of deadlines announced by the lecturer.
- **Oral exam** (60%): the oral exam covers the entire course content. A 15-minutes time slot will be allocated to each of the students in which students are supposed to answer questions provided by the lecturer.

Examination relevant literature

Concerning the oral exam, course slides, exercises, articles, and further content provided in each session of the course will be used as references for the exam.

Assignments are tightly related to the use of the SAP Business ByDesign digital platform. Therefore, students should conduct all the exercises through this platform and answer the provided questions based on their own created business documents and the experienced business processes.

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are is 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, 20 August 2020);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 44 (Thursday, 29 October 2020).