



## Course and Examination Fact Sheet: Autumn Semester 2023

### 10,202: Taxonomies and Typologies in Research

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Presentation, Analog, Individual work individual grade (100%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

[10,202,1.00 Taxonomies and Typologies in Research](#) -- English -- [Eppler Martin](#)

#### Course information

#### Course prerequisites

Basic understanding of statistics. Understanding of the research process and its logic. Basic research design know-how. Clarity on own research domain.

#### Learning objectives

The course addresses the following five learning objectives:

1. The participants will understand the difference between typologies, taxonomies, and classificatory frameworks and their respective standards and uses.
2. They will be able to evaluate the quality of a research-based classification through a systematic set of criteria.
3. They will be able to develop an elementary theory-based typology or data-driven taxonomy for their research domain.
4. They will know how to improve the communicability of a classification and how to make it more concise, ergonomic, useable and useful.
5. They will be aware of key pitfalls to avoid when working with classifications.

In other words: The students will be able to develop sound and useful typologies in their research field for their PhD thesis. They will understand the role of classification for theory building. They will know how to respect the rules and standards for scientific typologies and taxonomies. They will be able to detect and prevent frequent errors and inconsistencies in classifications.

#### Course content

What types are there? This is a fundamental question of many research endeavors, whether you are analyzing content, documenting case studies, preparing an experiment, structuring an observation, developing prototypes or elaborate concepts, or conducting a literature review: Classifying an area, i.e., isolating discriminating attributes of items in it and structuring them into groups, is a fundamental prerequisite for theory building.

This PhD-level course addresses this challenge by providing a systematic overview on classification, by offering pragmatic rules and standards for high-quality classifications in research, and by giving PhD students the opportunity to analyze and discuss seminal and innovative classifications within their field of research and present their own attempts at classifying relevant research phenomena in their domain related to business innovation.



## Course structure and indications of the learning and teaching design

The course takes place over six 4-hour-sessions that are set through a Doodle survey among the registered participants as soon as bidding has ended in order to accommodate the majority's time preferences. On-site presence is mandatory for all sessions. The course is highly interactive and includes many in-class exercises. It will not be made available online, neither synchronously nor asynchronously. All classes including student presentations are held in English.

Course Structure:

First Session: Introduction and Overview

1. Warm-up Classification Exercises
2. Introduction to Classification
3. The Nature and Role of Classification in Research
4. Fundamentals of Categorization

Second and Third Session: Ensuring High Quality Classifications in Research

5. Analyses of Classification Examples
6. Quality Procedures and Guidelines for Classifications
7. Improving the Form of Classifications

Fourth Session: Deep Dives into Morphological Typologies and Cluster Analysis

8. Constructing (morphological) Typologies
9. Cluster Analysis

Fifth and Sixth Session:

10. Student Presentation of Existing Classifications in Research Articles
11. Student Presentations of newly developed Classifications
12. Conclusion / Wrap-up

## Course literature

Bailey, K.D. (1994) *Typologies and Taxonomies: An Introduction to Classification Techniques*. Thousand Oakes: Sage.  
MANDATORY READING

Doty, D.H. Glick, W.H. (1994) Typologies as a unique form of theory building: towards improved understanding and modeling, *Academy of Management Review* 19(2), 230-251.

Gregor, S. et al. (2006) The Nature of Theory in Information Systems. *MIS Quarterly*, 3(30), 661-642.

Kundisch, D., Muntermann, J., Oberländer, A.M. et al. An Update for Taxonomy Designers. *Bus Inf Syst Eng* 64, 421–439 (2022).  
<https://doi.org/10.1007/s12599-021-00723-x>

## Additional course information

For further questions contact [martin.eppler@unisg.ch](mailto:martin.eppler@unisg.ch)

## Examination information

### Examination sub part/s



## 1. Examination sub part (1/1)

### 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	Off Campus
Grading type	Individual work individual grade
Weighting	100%
Duration	--

### Examination languages

Question language: English

Answer language: English

### Remark

Individual Presentation

### 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

As there is no final exam there is no exam content.

## Examination relevant literature

There is no final exam, just the presentation.



## 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, 24 August 2023);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 16 October 2023);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 45 (Monday, 06 November 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 45 (Monday, 06 November 2023).