



Course and Examination Fact Sheet: Autumn Semester 2023

7,761: Freier Bereich/Open Area: SIGMA GVC: Responsible Digital Transformation

ECTS credits: 3

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Individual work individual grade (30%)

Examination time: Term time

decentral - Quiz, Digital, Individual work individual grade (20%)

Examination time: Term time

decentral - Written work, Digital, Group work group grade (50%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[7,761.1.00 Freier Bereich/Open Area: SIGMA GVC: Responsible Digital Transformation](#) -- English -- [Barassi Veronica](#)

Course information

Course prerequisites

None, but: Please note by enrolling in this course your commitment is crucial, as international student teams depend on your contribution! Therefore, avoid dropping the course after the Kick-off Session and consider your bidding as final.

Learning objectives

After completing all six modules of this course students will be able to:

Module 1: Managing Information and Technology in Responsible Digital Transformation (WU)

- Demonstrate an understanding of the importance of data in RDT.
- Demonstrate an understanding of how, when, and why can and can't be used in gaining a competitive advantage
- Critically analyze strategic threats and opportunities at the intersection of organization, information, and people.

Module 2: Changing Lenses: Value Creation and Value Capture in the Post-digital Future (Hitotsubashi University)

- Big-picture grasp of the global-scale, multi-decade megatrends including the ongoing 4th industrial revolution and the emerging post-digital economy.
- Awareness of the fundamental shift in management logic: From one-way value creation from company to customer into value co-creation between company and customer/stakeholders.
- Confidence in applying Service Management concepts and frameworks on value co-creation and value capture to real-world businesses and initiatives.

Module 3: What do Information Technologies do to Organizations? (UPD)

- Develop an understanding of fundamental theories and key principles in the area of Management Information Systems.
- Understand the ways that users adopt and use Information and Communication Technology.
- Understand the current debates on the future of Work in a digital era.

Module 4: Ethical & trustworthy business models in the digital economy (ESADE)

- Develop a critical understanding of the role played by personal data in the digital economy and the data-driven business models



- Critically examine the potential risks of eroding trust and privacy when fostering unethical business models
- Explore the main principles of ethical business models in the digital economy
- Be familiar with best practices and real-world examples

Module 5: The Social and Ethical Impacts of Digital Transformations: A Techno-Historical Perspective (HSG)

- A historical and critical understanding of the key digital transformations of the last 30 years.
- Appreciation of the social impacts and social consequences of digital technologies
- Awareness of critical ethical issues that emerged concerning different forms of digital communication

Module 6: Living Digital Transformation (SMU)

- Explore how LDT is driven by our digital natives (driven from the ground up by the entire university ecosystem, fostering a culture and community of responsible innovators). To examine how LDT essentially creates a safe digital space to learn and grow (providing room for learning and growth, as well as seeking to be engaging and open, ensuring no one is excluded)
- Show how through concepts like AI in the community, taming technology within the community is possible (putting humans in the forefront and in control, implementing responsible AI ethical norms and remedies). To prepare for transiting work futures (equipping learners with digital know-how and skillsets, providing sensitive and suitable pathways for change)
- Reveal how responsible data access can be achieved through digital self-determination (prioritising the protection of data subjects and ensuring their agency and autonomy). To guard against digital transformation increasing the global digital divide (is DT a form of techno-colonialism always creating unsustainable relationships of dependency?).

Course content

The course Digital Transformation is a course offered by the [SIGMA alliance](#), a network of universities established in 2015 to promote cooperation on research endeavors, teaching innovation, and the dissemination of knowledge in management and the social sciences. This is a **module-based virtual course** with a **case-based, cross-university group assignment, online quizzes and reflective papers**.

The course examines from various (disciplinary) perspectives how processes of Digital Transformation can be implemented in a responsible way to address economic, societal, and environmental challenges. Students will be introduced to the topic of datafication and the ambivalence that arises at the intersection of information and human values. They will be familiarized with theories on empowering individuals and society through skilled use of digitized processes and concepts of service management and ethical business models in the digital economy.

All the information on the course can be found on [WU-website](#) which organises the SIGMA course.

Course structure and indications of the learning and teaching design

This course has been jointly designed and developed by six of the leading management and business schools around the world. Bringing together interdisciplinary faculty expertise of ESADE, the Copenhagen Business School (CBS), Université Paris-Dauphine (UPD), University of St.Gallen (HSG), Hitotsubashi University, Singapore Management University (SMU), and Vienna University of Economics and Business (WU) in an innovative course design, creates a unique learning experience. Learn more about the [faculty](#).

Combining a **module-based virtual course** with a **case-based, cross-university group assignment** and an **individual reflection paper**, students benefit from diversified learning experiences and modern teaching methods of international higher education by "Internationalization at Home".

Closely oriented to the requirements of a globalized world, students work on a self-selected digital corporate practice, applying their knowledge previously acquired in the online modules. This group assignment will be coached and supervised by faculty, teaching at one of the partner institutions.

Through cooperation and diversity within the teams, students will collect valuable experiences for their future field of work:

- Acquire specific knowledge and skills to face the economic and social challenges highly relevant to the economic and entrepreneurial environment.
- Expand their digital and intercultural skills through cooperation with students from all over the world.



Additional Information, regarding course structure and mandatory dates can be found here: [Schedule](#)

Course literature

Respective literature will be announced in the individual online modules.

Additional course information

Prof. Dr. Veronica **Barassi** is Full Professor in Media and Communication Studies (Ordinaria) in the School of Humanities and Social Sciences at the University of St. Gallen, as well as the Chair of Media and Culture in the Institute of Media and Communications Management.

Please note by enrolling in this course your **commitment is crucial**, as international student teams depend on your contribution! Please make sure to attend the **mandatory onlinekick-off (Oct 5th, 2023)** and **closing session (Dec 14th, 2023)**.

All other parts of the **course** are **highly flexible** since online modules are self-paced and online teamwork may be planned up on the team's availabilities. The course is therefore particularly suited for incoming and outgoing exchange students.

Additional information can be found here: <https://www.wu.ac.at/en/sigma-rbp/sigma-gvc-digital-transformation/course-schedule/>

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	30%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Reflection Paper

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	Quiz
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	20%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Multiple Choice Online Quiz

Examination-aid rule

Open Book

Students are free to choose aids, apart from the following restrictions:

- pocket calculator models which are not part of the Texas Instruments TI-30 series, as well as any programmable electronic devices that are capable of communication such as electronic dictionaries, notebooks, tablets, smartphones, headsets, additional screens, etc. are not admissible;
- there is an option for faculty members to explicitly define exceptions under supplementary aids.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

Supplementary aids

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3. Examination sub part (3/3)

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	Group work group grade
Weighting	50%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Case Cast (see course webpage)

Examination-aid rule

Fact sheet version: 1.0 as of 07/08/2023, valid for Autumn Semester 2023



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 course will be graded based on three elements:

1. Case Cast (50%, online group assignment; decentral exam) In this assignment, students work in cross-university teams to elaborate on a solution to a complex, real-world-oriented scenario. This challenging task requires students to discuss, evaluate and agree on an approach to a problem without a predefined solution. They need to select and apply appropriate concepts and methods from different disciplines and conduct targeted research to complement their argumentation. The group members need to organize their time by the others' schedules and manage the steps of the project in a limited period.

The Case Cast is the final outcome of the group work. A short video pitch presented in a screencast PowerPoint presentation that explains the group's proposal in a concise way.

2. Online Quiz (20%, individual online assignment; decentral exam)

Each online Module will be assessed with a summative assignment (Multiple Choice Quiz). Each module must be passed with a score of 60%.

3. Reflection Paper (30%, individual, written at home; decentral exam)

The reflection paper is elaborated in individual work (min. 10.000 characters). It is handed in and graded by the lecturer of the home university (Prof. Veronica Barassi). For questions on the reflection paper, please refer to the lecturer of your home university.

Examination relevant literature

Respective literature will be announced in the individual online modules.



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).