

Institute of Information Management



University of St.Gallen

change management  
operational excellence  
business model innovations digital value-added  
change in the digital era  
business architects **digital**  
**transformation**  
networking competitive advantage  
customer experience service engineering  
leadership in the digital era

*"From insight  
to impact"* 

CAS Digital Innovation  
and Business Transformation

*“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”*

**CHARLES DARWIN**

## **INDEX**

3	Introduction
4	Approach
5	Your benefits
7	Qualification
8-9	Programme structure
10-12	General information
13	Your venue
14	Summary
15	Your contacts

## Empowering you to master digital transformation

We are pleased to present to you our outstanding executive programme on digital innovation and business transformation. It is offered by the Institute of Information Management (IWI-HSG) at the University of St.Gallen. We are convinced that the arising opportunities of digitalisation will ask for business leaders that actively manage the challenges of the digital transformation based on innovative business models.

Business innovation becomes increasingly important as a source of competitive advantage asking for the professionalism and efficiency of specialists. As a consequence, we have launched this high-quality and unique executive training named «Certificate of Advanced Studies (CAS) Digital Innovation and Business Transformation». It is perfectly suited to the job description of new leadership roles in the “digital business”, such as the Chief Digital Officer. This 18-day-programme focuses on two aspects: First of all, it concentrates on the integrated and holistic analysis of the comprehensive change process through digital innovation. Secondly, it aims at the development of business models which carry the digital transformation.

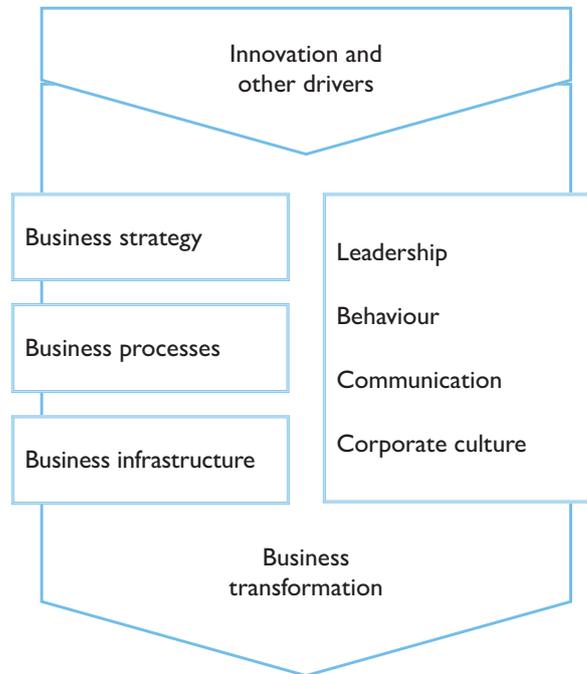
This certificate programme addresses business leaders who are eager to strengthen their capabilities of transforming their business into a successful digital business. With a unique blend of state-of-the-art scientific knowledge, best practice examples, hands-on exercises and vibrant networking, you will enhance your experiences with holistic and approved know-how by one of the leading top-business schools in Europe. You will learn how to identify and resolve current and fundamental challenges that every business leader inevitably faces in the context of digital transformation. We look forward to seeing you in the next certificate course.



Prof Dr Reinhard Jung  
Academic Director



Dr Christian Grape  
Executive Director



## Approach

Our approach follows the established St. Gallen Business Engineering methodology. It is a holistic and proven concept for successful business transformation. It starts at the customer and market requirements and integrates strategic, process-related, and IT as well as organisational change elements.

For this certificate programme, a dedicated model based on Business Engineering principles has been designed to accommodate the requirements of the digital transformation. It explicitly takes into account customer experience, the role of IT innovations and stakeholder requirements. It serves as a frame of reference for all modules.

You can expect a conceptually anchored, yet proven-in-practice training by top-class instructors with many years of experience. They will give you valuable insights into the relevant topics. Furthermore, participants will stem from various industries, thus ensuring a fruitful cross-pollination and many opportunities for networking.

# Your benefits

The CAS Digital Innovation and Business Transformation focuses on the holistic change process for digital innovation and the development of business models which carry the digital transformation.

Graduates of the CAS Digital Innovation and Business Transformation are capable to:

- assess the impact of IT and IT innovations on both the business model and the organisation.
- create strategies for the innovation of business models and implement them efficiently and successfully.
- plan the change process and orchestrate & conduct it target-oriented.
- have parts of the CAS credited when enrolling for the “Executive MBA HSG in Business Engineering” programme (in German) if they meet its eligibility criteria.

## The programme at a glance



<b>Objective:</b>	Developing capabilities for both, understanding and driving the digital transformation of an organisation. This covers, among others, digital business model design, leadership and change management.
<b>Target audience:</b>	Executives responsible for business transformation and key contributors in large innovation initiatives
<b>Learning concept:</b>	Hands-on experience through blended learning concepts
<b>Programme start:</b>	annually, next start: February 12, 2020
<b>Closing date for applications:</b>	December 12, 2019
<b>Degree:</b>	«Certificate of Advanced Studies (CAS) Digital Innovation and Business Transformation» issued by the University of St.Gallen
<b>Venues:</b>	Executive Campus, University of St. Gallen (Switzerland)
<b>Class size:</b>	Approximately 20 participants
<b>Tuition fee:</b>	CHF 19,800.– (including lunch, coffee breaks, and social events) Travel expenses and accommodation are not included.
<b>Duration:</b>	18 classroom days in 8 months, part-time
<b>More information:</b>	Dr Christian Grape, christian.grape@unisg.ch, Phone +41 71 224 21 90



“Digital Transformation is a daily companion and challenge in my position. This compact executive programme has covered my needs for a rigor and relevant executive education.”

Olaf Zimmermann

Project Lead Group Digital Roadmap & Member DIGITAL HUB Core Team,  
Oerlikon IT Solutions AG

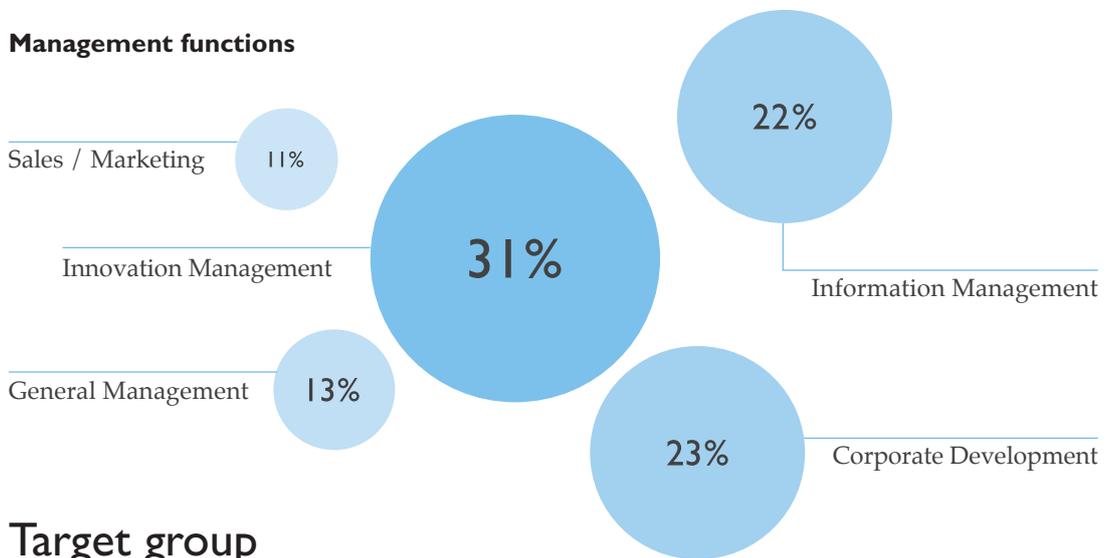


# Qualification

## You will join

- a network of experts and a diverse group of inspiring peers
- motivated fellow participants from different functions and sectors
- classmates with unique business experience and manifold backgrounds providing a plentiful source of inspiration and cross-industry knowledge
- a teaching team with extraordinary academic expertise and remarkable work experience in the business world

### Management functions



## Target group

You are:

- a senior executive or entrepreneur with the aspiration to drive the digital transformation in your team, your project, for your business unit or company
- a representative of your company, responsible for: Business development, R&D (product & technology development), Innovation management, Information Management

## Requirements

Applicants for the CAS Digital Innovation and Business Transformation must meet the following requirements:

- Recognised undergraduate degree (e.g. bachelor degree)
- At least five years of practical experience, preferably also in a leadership position

In individual cases applicants with other qualifications may be admitted (“sur dossier”) by the Academic Director.

# Programme structure

The curriculum is organised in six modules of three days each (mostly Wednesday – Friday). Participants complete one module on average per month. This design enables participants to align the programme with their jobs.

## Overview and content

<b>Business Engineering</b> Professor Dr Ulrike Baumöl	<ul style="list-style-type: none"><li>– Business Engineering basics</li><li>– IT/business architecture</li><li>– IT/business alignment</li><li>– Innovation management</li><li>– Business model innovation: case studies</li></ul>
<b>Service Innovation and Design</b> Professor Dr Jan Marco Leimeister	<ul style="list-style-type: none"><li>– Digitalisation, digital goods and servitisation</li><li>– Product Service Systems</li><li>– Service Design, Co-Design &amp; Open Service Innovation</li><li>– Service Innovation processes &amp; methods</li><li>– Service Prototyping, Toolkits, Service Evaluation</li></ul>
<b>IT and IT Innovations</b> Professor Dr Reinhard Jung	<ul style="list-style-type: none"><li>– Two-speed IT architectures</li><li>– IT trends (e.g. big data)</li><li>– Cloud Computing, Internet of Things, Mobility</li><li>– Social Media, Social CRM, Customer Engagement</li><li>– Case Studies</li></ul>
<b>Business Model Innovation</b> Dr Christoph Meister	<ul style="list-style-type: none"><li>– Design principles for business models</li><li>– Business model patterns</li><li>– Technology transfer</li><li>– Success factors</li><li>– Case studies of innovative business models</li></ul>
<b>Leadership for the Digital Transformation</b> Professor Dr Dieter Georg Adlmaier-Herbst	<ul style="list-style-type: none"><li>– Leadership in digital organisations</li><li>– Leadership myths</li><li>– E-Leadership</li><li>– Leadership decisions</li><li>– Leadership in organisational change processes</li></ul>
<b>Change Management</b> Professor Dr Ulrike Baumöl	<ul style="list-style-type: none"><li>– Change Management basics</li><li>– Methodical transformation</li><li>– Change Management in the context of business model innovation</li><li>– Framework “Change for the Digital Business”</li><li>– Case studies</li></ul>

Generally, the modules will take place at the Executive Campus of the University of St. Gallen or at a business hotel in the city of St.Gallen.

The modules spread over a total of 18 on-campus days, within approximately eight months.



Feb 12-14, 2020  
St. Gallen

Mar 18-20, 2020  
St. Gallen

May 06-08, 2020  
St. Gallen

Jun 24-26, 2020  
St. Gallen

Sept 09-11, 2020  
St. Gallen

Oct 14-16, 2020  
St. Gallen

Examples and experiences  
from practical applications,  
Lectures held by: practice  
and academia

Written and  
oral exams  
Transfer thesis  
and oral exam

# General information

## Blended Learning

This course uses a modern blended learning approach based on traditional phases of classroom experience with discussions, team work, and hands-on work on practical problems. Moreover, course material will be provided through a cloud solution, including selected videos and other material for background information. As a further option, community exchange and off-classroom work and discussions will be enabled through respective tools.

## Exams

To proof your learning success, each module will be concluded with an exam in order to obtain the degree «CAS HSG Digital Innovation and Business Transformation». While exam formats will vary (e.g. orally or in writing), they consequently focus on the application of the modules' content in real-world settings and case studies. The responsible faculty member will determine the exam format with an average time spent of approximately 1.5 hours per module.

## Transfer project

The transfer project is an important component of the CAS Digital Innovation and Business Transformation. It results in the transfer thesis, is guided by an integrated frame of reference and coached by individual specialists. You will review the transformational fitness of your organisation and develop a solution for a current management challenge and/or design an innovation project for business models (e.g. transfer of IT innovations, product and service innovation, management approaches to transformation, implementation of the transformation project, etc.).

## Faculty

Leading experts and academics in the field of business innovation management will equip you with the most relevant knowledge on digital innovation and business transformation.



**Prof Dr Reinhard Jung**

Chair of Business Engineering

Institute of Information  
Management, University of  
St. Gallen (IWI-HSG)



**Prof Dr Ulrike Baumöl**

Chair of Information Management

Department of Information  
Management, University of  
Hagen, Germany



**Prof Dr Dieter G. Adlmaier-Herbst**

Honorary Professor and Head  
of the Department Leader-  
ship in Digital Communication

Berlin University of the Arts



**Prof Dr Jan Marco Leimeister**

Chair of Information Systems

Institute of Information  
Management, University of  
St. Gallen (IWI-HSG)



**Dr Christoph Meister**

CEO

BGW AG Management  
Advisory Group

## Degree

The programme leads – after successful completion – to the internationally recognised academic degree «Certificate of Advanced Studies (CAS) Digital Innovation and Business Transformation» issued by the University of St.Gallen (HSG), which allows you 15 ECTS points according to the European Credit Transfer and Accumulation System.

By the international accreditations, the University of St.Gallen (HSG) and its outstanding position in Europe in the major rankings (for example Financial Times, Handelsblatt, CHE ) this degree gains extra weight, because a degree can be only as good as the issuing institution.

Successful participants of the CAS will have the opportunity to enroll for the “Executive MBA HSG in Business Engineering” programme (in German). Part of the CAS will then be credited. Please contact the Academic Director for details.

## Additional information

Each seminar is limited to 20 available seats offered annually. Participants usually come from different countries in Europe, America and Asia and bring along diverse professional backgrounds from several industries. Lively and inspiring discussions or the exchange of experiences broaden the horizon of everybody in the group.

## Teaching language

The programme will be taught in English. Applicants should have adequate written and oral language skills (minimum: Cambridge First Certificate or equivalent).

## Duration and fee

18 on-campus days and one examination day. The tuition fee for the programme is CHF 19,800. This covers all lectures and materials as well as catering during the programme (coffee breaks and lunch), and social events. Travel expenses and accommodation are not included in the tuition fee. Special conditions apply for groups of participants from a single company. An early-booking discount will be granted to incoming online applications until August 12, 2019.

# Your venue

## Executive Campus University of St. Gallen

The University of St. Gallen in Switzerland is widely known as a very prestigious business school. Its reputation is unrivalled in the German-speaking countries. For decades it has been the recognised centre for developing private and public sector leaders. The University of St. Gallen has a long and rich history of analysing and innovating management from a cross-functional and interdisciplinary point of view. It was the first German-speaking university accredited according to AACSB and the European EQUIS standards. Founded in 1898, it now hosts some 8,300 students.

High above St. Gallen in spacious rooms, flooded with light, executive education becomes a truly special experience. The Executive Campus HSG is a venue for executive education courses, seminars, conventions, but also for producing innovations, strategies, being creative and meeting up with others. In addition to the modern executive education centre, the HSG Alumni House is a high-quality building for course attendees to stay in.



Virtual tour:  
[www.bit.ly/wbz-tour](http://www.bit.ly/wbz-tour)



# Summary

## **We offer:**

- A clearly focused and international short-term programme that equips you with relevant skills for digital innovation and business transformation
- A renowned educational and internationally accredited institution with vast experience in executive education
- Top talents with broad backgrounds and experience in various industries
- Experienced experts from academia and companies, providing relevant and applicable content
- A beautiful venue at the Executive Campus at the University of St. Gallen

## **You bring along:**

- Recognised undergraduate degree (e.g. bachelor degree)
- At least five years of professional and management experience
- Willingness to actively participate in and contribute to the programme
- Openness to develop yourself – professionally and personally

## Further information

As there is only a limited number of places available, please hand in your application online: [www.cas-digitalinnovation.ch](http://www.cas-digitalinnovation.ch)

For further information please contact Executive Director Dr Christian Grape by phone at +41 71 224 21 90 or by e-mail at [christian.grape@unisg.ch](mailto:christian.grape@unisg.ch).

## Your contacts



**Prof Dr Reinhard Jung**

Academic Director

Institute of Information  
Management, University of  
St. Gallen (IWI-HSG)



**Prof Dr Ulrike Baumöl**

Programme Management

Department of Information  
Management, University of  
Hagen, Germany



**Dr Christian Grape**

Executive Director

Institute of Information  
Management, University of St.  
Gallen (IWI-HSG)



**Alessia Edinger**

Administration

Institute of Information  
Management, University of  
St. Gallen (IWI-HSG)

University of St. Gallen (HSG)  
CAS Digital Innovation  
and Business Transformation  
Mueller-Friedberg-Strasse 8  
CH-9000 St. Gallen  
Telefon +41 71 224 21 90  
cas-dibt@unisg.ch  
www.cas-digitalinnovation.ch



ACCREDITED BY

