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IS Program Institution Directory

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2023

### University of St.Gallen

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## AIS Collection of IS Institutions and Educational Resources

<b>Institution Name</b>	<b>College/School</b>	<b>Department</b>
University of St.Gallen	School of Management	Institute of Information Management
<b>Country</b>	<b>AIS Region</b>	<b>Full Postal Address</b>
Switzerland	Region 2: Europe, Africa, The Middle East	Institute of Information Management, Müller-Friedberg-Strasse 8 St.Gallen, Sankt Gallen, 9000 Switzerland
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<a href="https://iwi.unisg.ch/">https://iwi.unisg.ch/</a>	Jan Marco Leimeister  janmarco.leimeister@unisg.ch	

### Institution Summary

For 30 years, the Institute of Information Management at the University of St. Gallen (IWI-HSG) has been dedicated to applied and design-oriented research at the intersection between business and IT. Prof. Andrea Back, Prof. Ivo Blohm, Prof. Walter Brenner, Prof. Reinhard Jung, Prof. Jan Marco Leimeister, and Prof. Robert Winter are heading six research groups covering research topics ranging from data management and analytics, design thinking, digital service innovation, to privacy and trust. We are excited to share that Prof. Thomas Grisold has joined the University of St.Gallen as an Assistant Professor this year.

### Programs and Courses Summary

In addition to research, teaching is an essential part of our commitment: The courses offered by our lecturers are of great importance for all degree programs at the School of Management of the University of St.Gallen. The Institute of Information Management is home to the university's Bachelor in Business Administration and the flagship master in Business Innovation (MBI). The Executive Master in Business Engineering (EMBE HSG) postgraduate course, the CAS HSG Big Data and Artificial Intelligence for Managers, CAS Digital Innovation & Business Transformation, and the Executive Diploma HSG IT Business Management are all affiliated with the IWI-HSG.

## Information Systems Programs

Program Name	Executive MBA HSG in Business Engineering	Master in Business Innovation
Program Description	<p>The Executive MBA HSG in Business Engineering is a part-time degree program at the University of St.Gallen that focuses on business transformation and is aimed at experienced managers.</p>	<p>The Master in Business Innovation (MBI) combines the traditional strengths of the University of St.Gallen with theory, methodology, mindset, network, proximity to research, innovative learning formats and practical relevance in the field of business innovation.</p> <p>Digitalization, globalization and the growing importance of entrepreneurship are leading to profound changes in the economy and society. More than ever, this requires reflective and competent intra- and entrepreneurs who recognize the potential of new technologies. The MBI provides you with the necessary skills to successfully shape the transformation of the future.</p>
Level	MBA	MA
Teaching Mode	On campus	On campus
Semester duration of program	2	4
Learning objectives	<ul style="list-style-type: none"> <li>- As an internationally active entrepreneur, you have holistic skills.</li> <li>- You act as a leader and take the "soft factors" into account.</li> <li>- You deal with megatrends professionally as an experienced visionary.</li> <li>- You are an excellent creator of systems, structures and processes.</li> </ul>	<p>The MBI gives you the skills to ...</p> <ul style="list-style-type: none"> <li>- think, decide and act entrepreneurially,</li> <li>- develop products, services and business models conceptually and prototypically,</li> <li>- analyze, understand and design complex value creation processes, and</li> <li>- develop organizational, technological and social transformation skills.</li> </ul>

## Information Systems Courses

<b>Course Name</b>	Design Science Research	Designing Digital Business and Transformation
<b>Course Description</b>	<p>This course introduces the methodology of Design Science Research on Ph.D. level. It is designed for Doctoral Students in Business Innovation. While design science research (DSR) is widely applied in information systems (IS) research and a large amount of DSR methodology has been developed in the IS field, the paradigm as such is applied also in other Business Innovation disciplines - implicitly or explicitly. Enabled by independent literature studies and supported by lecturer input and feedback, students will prepare, present and discuss a (group) design research project of their own choice.</p>	<p>The goal of this course is to teach and convey the competencies to develop digital business models. Within this course, the students work on real-life cases from well-known companies by applying the St.Gallen Digital Business Innovation Approach and developing customer-centric solutions. During the process, students will apply different scientific methods, thus, deepening and applying their knowledge from other courses. Cases are solved in teams of four to five students each with the support of company ambassadors and method coaches.</p>
<b>Learning objectives</b>	<p>Students understand the paradigmatic differences between behavioural, descriptive research and design science research. Students have a good command of the most important methodological reference literature of design science research. Students can design a design science research design - i.e. they can make informed methodological choices how to approach a research problem in a design-oriented way.</p>	<p>Students</p> <ul style="list-style-type: none"> <li>- develop a deep understanding of the transformative power of digital innovation and its role in driving digital transformation across industries,</li> <li>- understand the basic principles and functioning of platform economics and can derive measures for designing digital platform business in a variety of use-cases,</li> <li>- are able to understand and to critically analyze and evaluate the economic and societal implications of emerging technologies, and</li> <li>- are able to create rapid prototypes for real-world case problems, utilizing a mindset of continuous improvement and adaptability to enhance the value and usability of your prototypes.</li> </ul>
<b>Level</b>	PhD	MA
<b>Teaching Mode</b>	On campus	