

Institute of Information Management



University of St. Gallen

TRANSPARENCY
CHANGE
GLOBALISATION

NETWORKING

*“From insight
to impact”* 

Business Engineering Accelerated

Compact seminar on transformation

“I’m pleased to say that this programme helped me better understand the business transformation we are undertaking at Adecco and made me feel a part of it. Through the extensive sessions, excellent exchanges with other participants and hearing from the CIO’s of some of the biggest companies in Switzerland, I now have the awareness and tools to make our journey a success.”

Violeta Marin Houlier

Head of IM Production France, Adecco Group

Eight intensive days on business transformation

Organisations are exposed to fundamental change by various drivers. More extensive requirements from the business side and newly available commodity services, for example, force IT organisations to reinvent themselves. At the same time, information technology is always a major driver for change concerning the whole organisation. It enables new business models, requires adopted strategies, changes operations and is a facilitator as well as a driver for business transformation.

Transformation requires skills, competence and a methodology. With the Business Engineering Framework developed at the University of St. Gallen and widely used in business transformation initiatives there is a holistic approach available. It combines the relevant management fields and leadership aspects to guide you through successful transformation projects.

With our Executive Programme on Business Engineering, we provide you with a condensed seminar introducing the relevant Business Engineering concepts and giving you a broad understanding of the different components of Business Transformation Management. In eight intensive days, you will acquire an understanding of the concepts, discuss them with fellow executives and apply them to your own business.

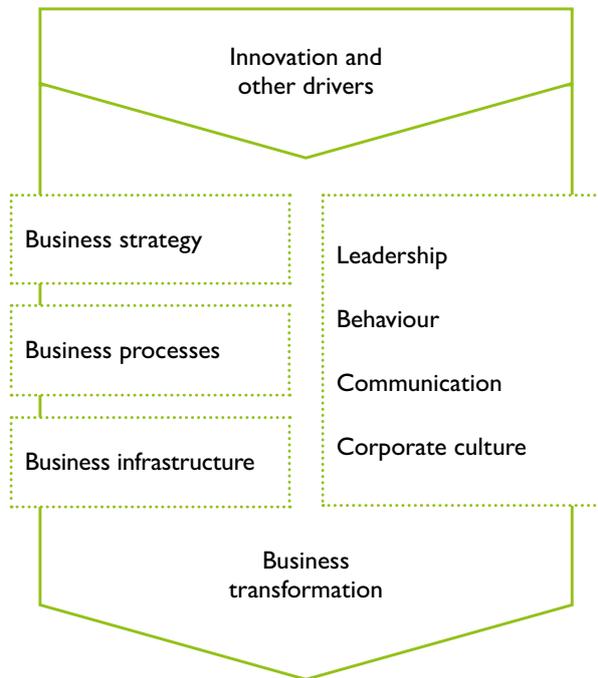
We are looking forward to welcoming you to this challenging and special programme on the beautiful Executive Campus of the University of St. Gallen.



Professor Dr Reinhard Jung
Academic Director



Doctor Christian Grape
Executive Director



Focusing on business transformation

Business Engineering is our methodology for holistic and straightforward business transformation. It integrates business topics like strategy, a process-oriented view and many change management elements. Developed at the University of St. Gallen, it is a proven concept to lead transformation projects successfully. Within the focus on business transformation, several important topics are covered from an integrated point of view with a top-down approach.

Transformation means recognising business opportunities and innovating business models as well as alignment with corporate strategies. Processes are impor-

tant for an efficient and customer oriented business and need to be (re)engineered. Developing leadership skills, change management and corporate culture also play important roles. To sum up, it is a programme which primarily delivers competencies for “changing the business”.

The agenda of the seminar focuses on method and model-based Business Engineering and draws on our successful Executive MBA programme. The curriculum of this outstanding 8-day intensive seminar is based on the different layers of the Business Engineering Map shown above.

Objectives

In order to develop transformational skills for your organisation, you should be able to share insights and findings about business transformation management. This condensed programme focuses on:

- Providing you with Business Engineering skills as well as important tools and methods for dealing systematically with change
- Expanding your leadership skills and gaining valuable insights on how to communicate and work solution-oriented
- Receiving valuable knowledge on how to leverage the creative potential of your project team and on how to manage critical incidents
- Sharing ideas, strategies, and best practices about how to enable successful business transformations within your organisation

The programme at a glance



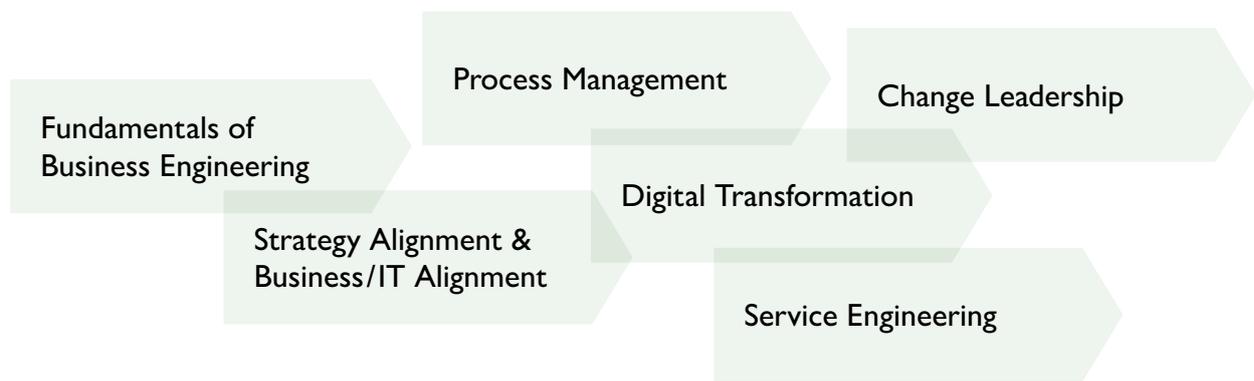
Subject:	Compact programme focusing on method- and model-based business transformation
Target group:	Executives with at least three years of leadership experience
Learning concept:	Hands-on experience through lectures and case study
Programme dates:	November 29 – December 6, 2016 (including the weekend)
Degree:	Certificate of successful participation from the University of St. Gallen
Venue:	Executive Campus, University of St. Gallen (Switzerland)
Class size:	Approximately 15 to 20 participants
Tuition fee:	CHF 9,700.– (including lunch, coffee breaks and social events) Travel expenses and accommodation are not included
More information:	Doctor Christian Grape christian.grape@unisg.ch Phone +41 71 224 21 90



“In recent years Emirates has regularly sent IT leaders to this seminar. They came back with a solid method kit that helps us to leverage our IT even more sustainably to the success of our company. Therefore, yet another group of Emirates IT executives will attend this year’s seminar.”

Patrick Naef

Divisional Senior Vice President / CIO, Emirates Group



This top-class seminar involves active class discussions, real-life case studies as well as extensive group work in order to further develop your skills necessary to realize successful transformations. A company visit and various networking events round off the programme, that covers the following topics:

Fundamentals of Business Engineering

Our Business Engineering Accelerated programme starts with an introduction to the fundamentals of Business Engineering. Therefore, the Business Engineering Map, our core framework, will be presented. The different design perspectives of transformation endeavours, i.e. strategy, processes, IT and soft aspects and their interdependencies will be explained and discussed in detail.

Strategy Alignment & Business/IT Alignment

In most cases an organisation's transformation starts with a strategic repositioning. We elaborate on the relationship between business and IT strategies in such settings. The Strategic Alignment Model (SAM) will be presented as one relevant means to align those strategies. An experienced CIO of a large company will share his experiences and practical tools to align business and IT both strategically and in day-to-day operations.

Service Engineering

The development and marketing of services is nowadays a key success factor for many industries. The competencies of organisations have to change accordingly. In this module we will discuss the versatile aspects of service orientation and use case studies to deepen our understanding.

Process Management

Process Management is at the core of Business Engineering. Almost every transformation endeavour results in reengineered or even redesigned processes. A comprehensive method will be presented in depth, which enables organisations to derive a full-scale process management including, among others, a process landscape, macro and micro processes, performance management and process improvement mechanisms.

Digital Transformation

Nowadays, a challenge for most companies is the digital transformation, i.e. the deployment of cutting edge technology (e.g. wearables, big data) in order to improve operational excellence, enhance customer experience and drive business model innovation. Both, the business and IT aspects of digital transformation will be covered.

Change Leadership

Among the various soft aspects of transformation initiatives the most crucial one is leadership. Therefore, one full day of the programme is dedicated to this topic. An experienced scholar will introduce and demonstrate how to lead yourself, your team members and whole organisations. Furthermore, the concept of organisational energy will be presented and discussed.

Your venue:

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 8,000 students. The almost 1,500-year-old city of St. Gallen is located in northeastern Switzerland, about 90 kilometres east of Zurich. It is close to the beautiful Appenzell region, where you will find a rich cultural Swiss heritage and a scenery dominated by rolling hills and high mountains.

Additional information

Target group

The programme is targeted at top talents in Business and IT from upper to senior management interested in developing their transformation management capabilities. Being selected as one of the participants, you should come with an open mind ready to learn from thought leaders and peers, to build networks and successfully lead transformations after the programme.

Class size and diversity

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

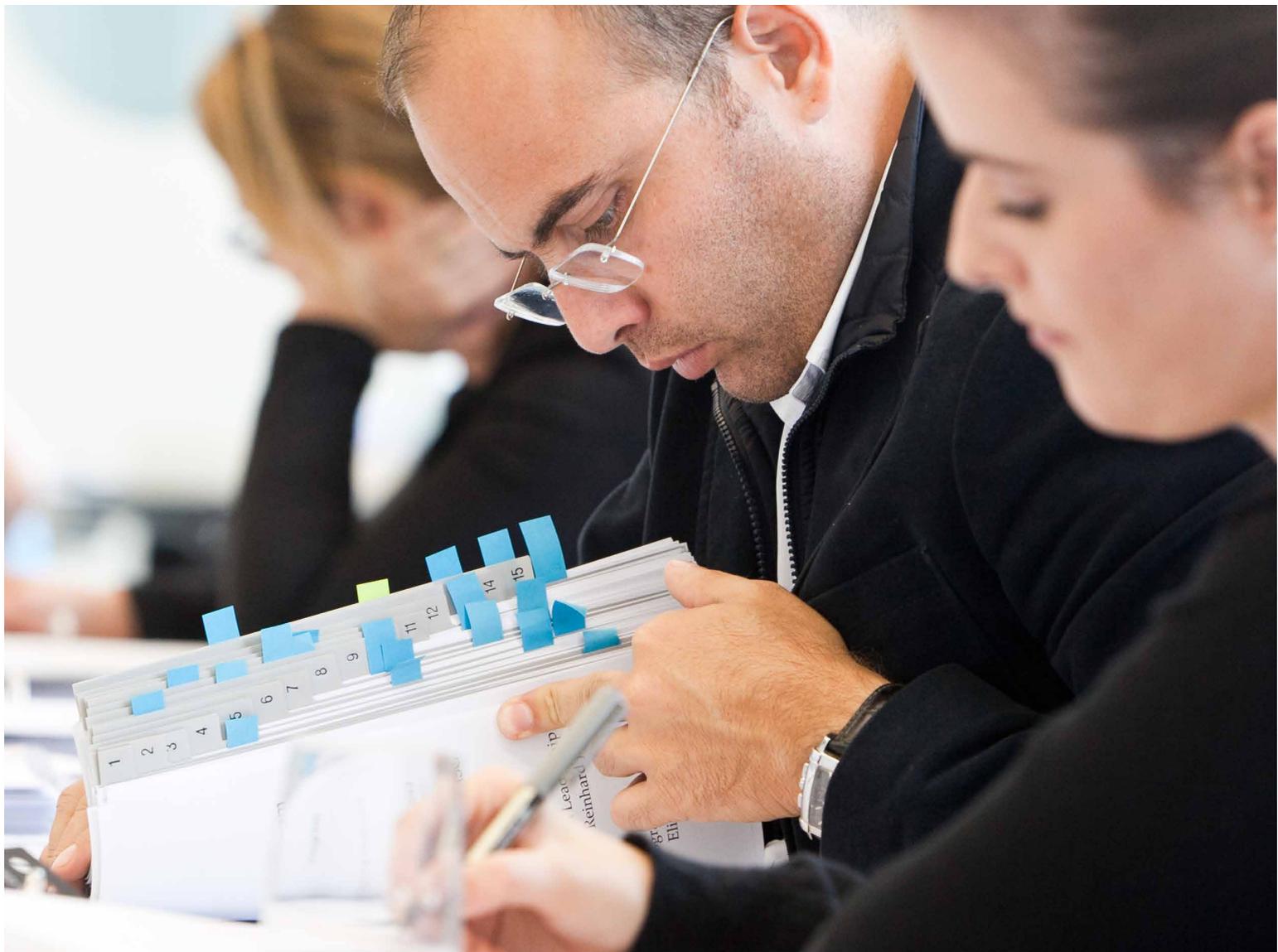
Tuition fee

The tuition fee for the program is CHF 9,700. This covers all lectures and materials as well as catering during the program (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.

Speakers*

The lectures are provided by leading experts and academics in the field of business transformation management, e.g.:



Professor Dr Omid Aschari, IfB-HSG -
Institute of Management, University of St.Gallen

Professor Dr Ulrike Baumöl,
Chair for Information Management, University of Hagen

Professor Dr Heike Bruch, Institute for Leadership and
Human Resources Management, University of St.Gallen

Doctor Henning Gebert, Head of Finance and Risk Solutions,
Swisscom IT Services

Stephan Hug, Managing Director, Credit Suisse AG

Professor Dr Reinhard Jung, Institute of Information
Management, University of St.Gallen

Guido Kaufmann, CIO and Head of Business Operations,
local.ch (joint venture of Swisscom and PubliGroupe)

Professor Dr Jan Marco Leimeister, Institute of Information
Management, University of St.Gallen

Michael Loechle, Vice President IS, Thermal Power Sector,
ALSTOM (Switzerland) Ltd

Andreas Maier, CIO and Member of the Executive Board,
AXA Versicherungen AG

Doctor Christoph Meister, Managing Director, BGW AG

Frank Meyer, CIO, Adecco Management & Consulting Ltd.

Patrick Naef, Divisional Senior Vice President / CIO,
Emirates Group

Doctor Thomas Schneider, Head of Risk Management
Solutions, UBS AG

Markus Tresch, Global CIO and Head of Business Platforms,
Allianz Managed Operations and Services

*Speakers are subject to change without notice.

Qualification

We offer:

- A clearly focused and international short-term programme that equips you with relevant skills for business transformation.
- A renowned educational and internationally accredited institution with vast experience in executive education.
- Selected top talents with broad backgrounds and experience in various industries.
- Experienced experts from academia and companies, providing relevant and applicable content.
- A beautiful seminar venue at the University of St.Gallen.
- A successfully established intensive seminar with participants from world-leading companies.

You bring along:

- At least three years of professional and management experience.
- Willingness to actively participate in and contribute to the programme.
- Openness to develop yourself – professionally and personally.

Online Application & further information

As there is only a limited number of places available, please hand in your application online at <https://bea.iwi.unisg.ch/application/online-application> (as soon as possible). We are looking forward to seeing you at the Business Engineering Accelerated programme.

For further information please contact Executive Director Doctor Christian Grape by phone at +41 71 224 21 90 or by e-mail at christian.grape@unisg.ch.

Your contacts



Professor Dr Reinhard Jung
Academic Director



Doctor Christian Grape
Executive Director



Elisabeth Heidecke
Programme Manager

University of St. Gallen
Institute of Information Management
Unterer Graben 21
CH-9000 St. Gallen

Telefon +41 71 224 21 90
Telefax +41 71 224 21 89
christian.grape@unisg.ch
www.bea.iwi.unisg.ch



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