



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 HSG Digital Innovation
and Business Transformation

Empowering you to master digital transformation

The Institute of Information Management at the University of St. Gallen (IWI-HSG) is convinced that actively managing the challenges of the digital transformation with the help of innovative business models will be a very important core task of successful enterprises in the future.

Companies are increasingly reliant on the professionalism and efficiency of specialists in this topic. Therefore the Institute of Information Management IWI-HSG has launched this high quality and unique executive training named “Certificate of Advanced Studies (CAS) HSG Digital Innovation and Business Transformation”. Perfectly suited to the job description of new leadership roles in the “digital business”, such as the Chief Digital Officer, this certificate course 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.

Your benefits

- You are able to assess the impact of IT innovations on your business.
- You are equipped to take an innovative approach at developing digital business models.
- You are prepared for leadership challenges of the digital world.
- You have established a network of peers facing similar challenges.
- You are ready for the challenges of digitalisation and transformation.

Requirements

Applicants for the CAS HSG 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.

Degree

Certificate of Advanced Studies (CAS) HSG Digital Innovation and Business Transformation of the University of St. Gallen (HSG):

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

Tuition fee

The tuition fee for the certificate 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.

Language and venues

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

High above St. Gallen in spacious rooms, flooded with light, executive education becomes a truly special experience on the Executive Campus HSG - our venue for executive education courses. At least one module will take place at a modern and centrally located hotel with conference facilities in Zurich.

Yes, I am interested

Please send me the detailed documentation on the CAS HSG Digital Innovation and Business Transformation.

Please contact me for a personal consultation.

Please send it to Private Business

Name / First name

Street

ZIP / City

Company

Function

Phone

E-Mail

Duration and content

The three-day modules are spread over a total of 18 on-campus days and will be held approximately every six weeks. Each module will focus on a distinct topic of digital-driven business transformation.

Business Engineering

Professor Dr Ulrike Baumöl

Business Model Innovation

Dr. Christoph Meister

Service Innovation and Design

Professor Dr Jan Marco Leimeister

Leadership for the Digital Transformation

Professor Dr Dieter Georg Herbst

IT and IT Innovations

Professor Dr Reinhard Jung

Change Management

Professor Dr Ulrike Baumöl



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Your contacts



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