



Course and Examination Fact Sheet: Spring Semester 2025

8,025: Methods: Business Knowledge Visualisation

ECTS credits: 3

Overview examination/s

(binding regulations see below)

decentral - Written examination, Analog, Individual work individual grade (50%, 60 mins.)

Examination time: Term time

decentral - Audiovisual work, Digital, Individual work individual grade (50%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[8,025,1.00 Methods: Business Knowledge Visualisation](#) -- English -- [Eppler Martin](#)

Course information

Course prerequisites

None.

This course is assigned to the profile "Digital Channel & Customer Relationship Management", but can also be taken without selecting a specialisation.

Learning objectives

Students should

- See the relevance of visualization for business innovation.
- Know the basic visual thinking guidelines and be able to adhere to them.
- Develop, cultivate and apply creative imagination, even under time pressure.
- Be able to choose the right visualization format for the right business application context.

Course content

This course systematically introduces students to the practice of visual thinking and visual communication for business in general, and for business innovation in particular. It provides an overview on the range of visual means available to managers and professionals and helps students build skills in all of these. The course works with many examples from the business world but also provides useful theories to identify key success factors of successful visual practices in management. The range of discussed, examined, and created visualizations goes from heuristic sketches, visual metaphors, graphic mnemonics, data chart stories, all the way to 3D immersive environments.

Course structure and indications of the learning and teaching design

1. Introduction and Overview
2. Challenges addressed with Visualization
3. The Visual Realm (Basics, Key Theories and Distinctions, Typology)
4. Heuristic Sketching
5. Visual Metaphors
6. Dynagrams
7. Visual Variations
8. 3D Environments



9. Conclusion & Outlook

Course literature

- Eppler, M. (2022) An Introduction to Visual Variation. St. Gallen: mcm institute.
- Eppler, M. (2024) Visipedia. A Visual Workplace Encyclopedia. St. Gallen: mcm institute
- Eppler, M., Mengis J, (2011) Management Atlas. Munich: Hanser.
- Eppler, M., Kernbach, S., Pfister, R. (2016) Dynagrams. Stuttgart: Schäffer Poeschel
- Eppler, M., Pfister, R. (2017) Sketching at Work. 2. Auflage. Stuttgart: Schäffer Poeschel
- Eppler, M., Bünzli, F. (2022) How to Talk about Data. London: Financial Times Publishing

Additional course information

Martin Eppler is a professor of communications management and a creativity researcher and trainer. He is a director at the institute of media and communications management and the author of 24 books on creativity visualization and communication.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination modalities

Examination type	Written examination
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	50%
Duration	60 mins.

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Closed Book

The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.

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



Supplementary aids

no aids other than dictionary.

2. Examination sub part (2/2)

Examination modalities

Examination type	Audiovisual work
Responsible for organisation	decentral
Examination form	Practical test
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	50%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

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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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Examination content

1. **take-home assignment (50%, short paper with a novel set of visualizations)**
2. **written exam (50%, written exam on key concepts)** consists of multiple choice and open questions regarding the key topics addressed in class (as examples of visualization) and with regard to theory.

Examination relevant literature

Provided Slide Deck



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 (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 (Monday, 25 March 2025) 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 04 (Thursday, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).