

INTERNATIONAL STUDY PROGRAMME (ISP)

The exchange programme for MBA students

WHY UNIVERSITY OF ST.GALLEN (HSG)

The University of St.Gallen (HSG) offers its students not only purely subject-specific knowledge but also the prerequisites for personal development.

- integrative and practice-relevant education
- promotion of entrepreneurial spirit
- inspiring campus in the heart of Europe
- global networks
- life-long community (33'000 alumni)
- student life (180 clubs and associations)

Facts

- top-rankings and renowned accreditations
- > 90% of graduates would choose HSG again
- excellent employability rate: 4 out of 5 Bachelor's and Master's graduates have a job by the time of their graduation
- partnership with 200 universities around the world

1 Financial Times – Masters in Management 2011–2021

2 Economist Masters in Management Ranking 2019

6 Financial Times – Masters in Finance 2020 (pre-experienced)

6 Financial Times – European Business School 2020



PROGRAMME HIGHLIGHTS

- 10-week intensive programme focusing on business
- All courses in English
- Five to seven company visits
- Outstanding international professors
- One week break for individual travel
- All required course material free of charge
- Ideal class size ranging from 25 to 35 students
- Free-of-charge accommodation during site visits
- Access to the St.Gallen's Career Services Center included
- Min./max. course load of 16/27 ECTS credits and 152/258 contact hours

professionals in some of the most dynamic companies in the region.

In recent years, visits have included:

- BMW, Munich
- Roche, Basel
- Nestlé, Vevey
- Bühler, Uzwil
- WEF, Geneva
- IWC, Schaffhausen
- Victorinox, Ibach
- Siemens, Zug
- Red Cross, Geneva
- United Nations, Geneva

PROGRAMME DATES

ISP Autumn 2023

12 September to 23 November 2023

ISP Spring 2024

09 January to 14 March 2024

CAREER SERVICES CENTER (CSC)

The University of St.Gallen has ongoing partnerships with various European and global organisations. Numerous leading multinational firms, management consulting companies and banks regard St.Gallen as preferred recruiting ground. Due to its excellent international reputation, the HSG hosts many on-campus career recruiting activities each year.

DYNAMIC COMPANIES, MULTILATERAL INSTITUTIONS

A cornerstone of the ISP are the site visits, which expose the students to the possibility of meeting important and influential

The Career Service Center provides specific workshops for the ISP students with insights about recruiting in Europe and valuable hints and leads.



Specialized Short-Term Exchange Programme for MBA students:

ISP – International Study Programme
The ISP is an intensive exchange programme for international MBA students from our partner universities. Classes are small, teaching is interactive, and the requirements are substantial. Our well-known and respected professors will lead you towards a profound and enduring understanding of conducting business in Europe. In addition to the core curriculum, we integrate company visits and excursions into our programme. Visits provide you with the opportunity to broaden your horizons both personally and professionally, and in some instances, you will meet leaders of these dynamic institutions. Thus, the ISP provides a learning laboratory for those who aspire to a career in a volatile, uncertain, complex, and ambiguous (VUCA) world.

We invite you to explore continental European business and economics through this programme offered in the dynamic setting of the University of St.Gallen.

Vibrant Learning Experience

The ISP is geared towards talented MBA students who are eager to learn more about doing business in continental Europe. The outstanding international faculty brings years of diverse experience to the classroom. Class size is ranging from 20 to 35 students in order to encourage

the development of an intense learning context and a vibrant group spirit, which are the foundation of a high quality and enduring experience.

European Business: Theory and Practice

The ISP offers students insight into

- European business theories in strategy, leadership and corporate governance
- European legal, economic and cultural business contexts
- European companies, through site visits and case studies

The ISP is taught entirely in English, but an intensive German beginner class is also offered to students interested in gaining a deeper understanding of the culture and having more fun during their stay in St.Gallen.



COURSE PROGRAMME OVERVIEW

ISP course programme Autumn 2022 / Spring 2023	Course type	Contact hours	ECTS credits
European Corporate Governance	core	18	2
European Culture and International Management	core	14	2
Leadership in European Companies	core	28	3
Team Building: Leadership and Team Competencies	core	8	–
Strategic Management: A European Perspective	elective	28	3
Europe's Business Environment: Rules, Reform, and Restructuring	elective	28	3
Global Managerial Communication	elective	28	3
Introduction to Business Analytics and Data Science (Autumn 23) OR International Entrepreneurship (Spring 24)	elective	28	3
Investment Banking	elective	28	3
German Language for Beginners	Optional	36	3
European Company Exploration	Optional	14	2
TOTAL (minimum / maximum)		152 / 258	16 / 27

COURSE CHOICE

CORE courses

Core courses are compulsory

ELECTIVE courses

Select a minimum of 3 elective courses

OPTIONAL courses

Select optional courses – if desired

The ISP course planning makes it possible to attend all offered ISP courses if desired. Courses do not overlap. After being admitted to the ISP programme, you will need to submit your course selection of elective courses and optional courses to isp-info@unisg.ch by the deadline stated in your acceptance letter.



CORE COURSES

European Corporate Governance.

Corporate governance refers to the system by which companies are directed, controlled and made accountable. Corporate governance matters to corporate executives, investors, business partners, employees, labour leaders, politicians and regulatory bodies. Within Europe, governance systems and philosophies vary across countries. Likewise, the question of what constitutes “effective” governance is a moving target, subject to alternative interpretations by different actors, as well as to changing interpretations over time. The primary responsibility of board members is to balance the interests of the company, shareholders and other stakeholders by pursuing long-term growth that is sustainable and profitable. This course will explore how and why national corporate governance contexts and board practices vary across Europe. We will discuss specific corporate governance cases and scandals, and explore their antecedents and consequences. At the end of this highly interactive course, participants will be able to appreciate the heterogeneity of European corporate governance contexts and better understand board-level strategic leadership of European companies. 2 ECTS

European Culture and International

Management. International management practices are deeply rooted in Europe’s cultural history. The course will introduce students to today’s crucial challenges of management and economics from the point of view of cultural history and cultural theory. Its goal is to foster the deeper understanding and creative use of such practices. The first part of the course gives a theoretical and historical introduction to

different cultural spheres. The focus of the second part is on the cultural analysis of a practical business case. The following topics will be covered: Introduction to Switzerland, “Who is Europe?”, “What is a City?”, Mythology of Brands, Cultures of Leadership, Trust and Communication. 2 ECTS

Leadership in European Companies.

Today’s world is characterised by high volatility, uncertainty, and constant change. Organisations which are highly successful and celebrated today can be close to bankruptcy only some years later. This dynamic and fast-changing nature of today’s competitive environment can be summarised by the term VUCA – Volatility, Uncertainty, Complexity, and Ambiguity. Organisations which strive to be successful in a VUCA world are dependent on a new type of leader and a distinct leadership behavior. Within the broader framework of VUCA-related challenges, this course focuses on two specific, yet interrelated topics that European organisations currently struggle with: The effective management of diversity and inclusion in teams and organisations as well as fostering a healthy workplace in which leaders and employees can thrive and maintain a high level of work ability across their working life. 3 ECTS

Team Building: Leadership and Team

Competencies. This intensive training takes place in the first week of the academic term for ISP students. It offers an opportunity for students to get to know one another better while learning some valuable team and leadership skills. It takes place on campus and in the forest not far from the University of St.Gallen. No credits

ELECTIVE COURSES

Strategic Management: A European Perspective. The purpose of this course is to familiarise students with the activities, challenges, and tools of strategic leaders in an increasingly complex and uncertain environment. Content will focus on the theory, concepts, and frameworks associated with strategic analysis, corporate and competitive strategy, sustainability strategies, and strategic change. The classes will typically be divided into a section to discuss theoretical tools and frameworks and their subsequent application to real-world cases (mostly from European firms). 3 ECTS

Europe’s Business Environment:

Rules, Reform, and Restructuring. Developing a deeper understanding of the environment that firms operating in Europe face, the range of choices available to savvy companies, and the critical perspective to evaluate the relative merits of those choices are the objectives of this class. This involves understanding the circumstances faced by Europe’s firms, some of which are legacies of history and some which are changing faster than many think, and the effects of numerous government and EU initiatives to bolster European corporate performance. The perspective taken is always that of firm and their market and non-market strategies and not of any particular European political or governmental organisations. As such this course blends insights from corporate strategy, international business, business economics, and European political economy. We will work methodically through the material discussing frameworks, case studies, and applications to real-world problems. 3 ECTS





ELECTIVE COURSES

Global Managerial Communication. The course on global managerial communication introduces students to one of the most frequent tasks in management – leading effective dialogues. It provides an overview on the rich theory on managerial communication, particularly in knowledge-intensive, complex, and intercultural situations, and sensitises students to the challenges of management communication, ranging from leading interdisciplinary teams, giving feedback, asking the right questions to spark innovation, to leading meetings in different cultural settings or interacting with potential clients, or conducting negotiations. The main goals of the course are thus to allow students to build a theoretical understanding of the key mechanisms that shape effective managerial communication in a global context and that allow to understand the potential pitfalls, as well as to learn about effective practices of leading communication on an interpersonal and group level. 3 ECTS

Introduction to Business Analytics and Data Science (only in autumn ISP classes). The overall goal of the course is to improve the data literacy of students in order to help them excel in a data-driven world. The course will familiarise students with the basics of business analytics, data science and applied machine learning to enable them to apply these approaches to business-related problems. The course introduces the main concepts and technologies as well as selected analysis methods and tools in detail. These



will be applied by students to real world case studies of leading online companies, such as Facebook, LinkedIn, Netflix, Orange, Zalando or AirBnb. Among others, these case studies include the prediction of product demand and future customer behaviour, the creation of recommendations, or the automated identification of fake news. 3 ECTS

International Entrepreneurship (only in spring ISP classes) The ability to understand the link between entrepreneurship and value creation has become crucial to succeeding in today's business world. The course is designed to provide students with insights from the latest strategy, innovation and entrepreneurship thinking to better understand how individual entrepreneurs and entrepreneurial companies create value with a special emphasis on the European perspective. Upon completion of the course, the participants should be prepared to act on this understanding, start their own ventures or support organisations in developing and implementing value-driven innovation strategies. 3 ECTS

Investment Banking. The lecture will provide you with first insights into Investment Banking activities and has a strong emphasis on corporate finance-related topics. In detail, the lecture focuses on initial public offerings, M&A transactions, restructuring situations and Private Equity investments. By doing so, it combines technical expertise with industry insights based on various case studies and real-world examples. It is expected that students will work on different case studies and discuss their findings in class. 3 ECTS

OPTIONAL COURSES

German Language. The course is designed as an introductory course to the German language for students with little or no German skills. While developing all language skills (speaking, listening, reading and writing), the strongest emphasis will be put on speaking and listening skills, given the unique opportunity provided by the setting. 3 ECTS

European Company Exploration. This course delivers additional methods and perspectives of how to analyse companies, understand complex situations and find solutions for challenging issues. The course blends theory and practice and deepens the students' knowledge about the companies and industries visited during the company visits. The students will work on cases that are linked to these companies and markets. They will develop systems thinking skills for visualising complex situations, taking multiple stakeholders into account and reflecting on the trade-offs between short term performance, long term sustainability, and social responsibility. The course focuses on in-class critical discussions, group work, presentations and interactive exercises. 2 ECTS

LIVING EXPENSES

Housing

Housing Office provides off-campus housing for guest students if requested.

- Non-refundable application fee: CHF 250 (required)
- Housing price per room: CHF 600 to 950 or higher per month, depending on personal requirements
- Liability insurance: approx. CHF 10
- Students may arrange housing on their own

HOUSING OFFICE

T: +41 71 224 22 00
housing@unisg.ch

Monthly living expenses

Accommodation (rent plus utilities)

CHF 550–750; Food CHF 600;

Communication (telephone, internet,

TV) CHF 70; Transport (public and

private) CHF 140; Insurances (liability,

health) CHF 100–280; Leisure activities

CHF 140; Other CHF 100–150

Transportation

In Switzerland, travelling by public transport is very convenient and it is encouraged.

Students are advised to obtain the Swiss Federal Railway half-fare card in order to

save 50% on all tickets for trains, buses, trams, ferries. It is available for CHF 185 and valid for one year.

sbb.ch/en



STUDENT SERVICES

Student Mobility

Student Mobility handles all administrative issues related to guest students.
exchange.unisg.ch

Special Needs

Students with a disability or a chronic illness may face particular challenges during their studies and may require special assistance. Careful reflection and early planning are crucial for an exchange term to be successful. Contact Student Mobility at the University of St.Gallen well in advance.
hsgservices/special needs

BuddySystem

The BuddySystem organises various events for guest students bringing local and international students together and promoting Swiss culture.
ressortinternational.ch

Career Services Center

Guest students have access to information on internships and may participate in recruitment fairs.
hsgcareer.ch/en

Library

567,000 volumes; 250,000 E-books; 100,000 E-journals
unisg.ch/en/universitaet/bibliothek

Sports Office

Sports activities on- and off-campus. Gym and workout rooms, tennis, beach volleyball, football field. Off-campus recreation facilities nearby for skiing, sailing, golfing, climbing, etc.
unisg.ch/en/universitaet/hsgservices/sport

STUDENT ENGAGEMENT

The Student Union is the official student representative body at the University and the umbrella organisation of all the student associations and initiatives. Its representatives and the students work towards the realisation of their ideas and contribute to the development of the University.
shsg.ch

Student associations & initiatives

About 120 student associations and initiatives contribute to a rich and diverse university life. These include the BuddySystem and many cultural and sporting activities.

Events of international significance organised by HSG students

- The St.Gallen Symposium – symposium.org
- The oikos Model WTO – model-wto.org
- HSG TALENTS Conference – hsgtalents.ch
- START Summit – startsummit.ch

HSG promotes entrepreneurship

Start-ups provide innovative solutions for society and strengthen the economy. HSG actively supports entrepreneurship with numerous consultations and events.
startupshg.com

NOMINATION BY PARTNER UNIVERSITY

Nominations must be entered in our online portal Mobility-Online using the personal login provided. Login data should be kept on record for future nominations.

Nomination period:

ISP Autumn 2023

15 April

ISP Spring 2024

15 September

STUDENT APPLICATION

After a nomination is entered in the Mobility-Online portal, Student Mobility will provide the student with further instructions and information about completing the online application.

Application period:

ISP Autumn 2023

1 February to 15 May

ISP Spring 2023

15 August to 30 September

LANGUAGE REQUIREMENTS

All ISP courses are in English. Non-native English speakers must have minimum TOEFL score of 89(itb) or IELTS score 6.5. This requirement is waived for students enrolled in an English-taught MBA at the home university.

PROGRAMME DATES

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12 September to 23 November 2023

ISP Spring 2024

09 January to 14 March 2024



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