INTERNATIONAL STUDY PROGRAMME (ISP)

The exchange programme for MBA students

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 (192 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
- partnerships with over 200 universities around the world

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.

#1
Financial Times Global Masters in Management ranking for Master in Strategic Management and International Management (SIM-HSG) 2011–2022

#5
Financial Times European Business School 2022

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

PROGRAMME DATES

ISP Autumn 2024
10 September to 21 November 2024

ISP Spring 2025
07 January to 13 March 2025

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 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

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.

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

ISP Autumn 2024
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07 January to 13 March 2025
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.

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: elective 28 3
Rules, Reform, and Restructuring elective 28 3
Global Managerial Communication elective 28 3
Introduction to Business Analytics and Data Science (Autumn) OR International Entrepreneurship (Spring) elective 28 3
Investment Banking elective 28 3
German Language for Beginners Optional 36 3
European Company Exploration Optional 14 2

152 / 258 16 / 27

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.

ISP course programme
Autumn 2024/Spring 2025
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 –
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152 / 258 16 / 27

COURSE PROGRAMME OVERVIEW
COURSE CHOICE

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**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
STUDENT SERVICES

Student Mobility Services
Student Mobility Services 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
557,000 volumes; 375,000 E-books; 120,000 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.
startuphsg.com

GRADE TRANSCRIPTS

An electronic notification of grades and Academic Record will be published on our student platform Compass.

Autumn semester
Notification of grades: Mid-December
Academic Record: End-December

Spring semester
Notification of grades: Mid-April
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 2024: 15 April
- ISP Spring 2025: 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 2024: 1 February to 15 May
- ISP Spring 2025: 15 August to 30 September

LANGUAGE REQUIREMENTS

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

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- 10 September to 21 November 2024

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- 07 January to 13 March 2025

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ACCREDITATIONS

MEMBER OF

“From insight to impact”