



University of St.Gallen



## Study Abroad at the University of St.Gallen in Switzerland



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*Project Lead:* Nicole Gsell

*Pictures:* Niklas Elser, International Exchange University  
of St.Gallen, Ferienregion Heidiland, Imagepoint.biz,  
Markus Leutwyler, Christof Sonderegger, St.Gallen-Bodensee  
Tourismus, University of St.Gallen

*Text:* Thomas Bieger, Jürgen Brücker, Lamis El Farra,  
Doris Maurer

*Layout:* Heinz Hirt, Herisau

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# Welcome to the University of St.Gallen

## An inspiring study experience in the heart of Europe

The University of St.Gallen, with its more than 100 years of history as a leading center for studies in business administration, economics, law and social sciences, is proud of its international network. The University of St.Gallen hosts up to 25% international students and was the first university in the German speaking part of Europe to get the EQUIS and the AACSB accreditations.

Today, the University of St.Gallen is part of a global network of more than 120 universities and is a member of important international organizations such as the Community of European Management Schools and International Companies (CEMS) and the Partnership in International Management (PIM). The University of St.Gallen also has links to many international firms based in Switzerland and this allows our students to gain valuable insight into the corporate world. St.Gallen, with its medieval monastery, has a noteworthy past and is a crossroad in Europe, making it easy for students to skip over to other European countries and cities such as London, Munich, Paris, Rome ...

To take a break from their studies, students can also enjoy the vivid night life in St.Gallen or in nearby Zurich. The Lake of Constance and various ski and recreational resorts in Davos, St.Moritz, Flims-Laax and Lech-Zürs can be reached quickly by car or train for sports activities or relaxation.

What is special about St.Gallen can not be expressed in just facts and figures. It's the St.Gallen Spirit. International professors and lecturers who teach in or visit St.Gallen always comment on the extraordinary qualities of cooperation and trust in this culture and the special atmosphere facilitates the interaction between students and professors. The active student community not only organizes world-known conferences such as the St.Gallen Symposium (ISC) but also operates a buddy system which makes it easy to meet local and international fellow students.

We look forward to greeting you in St.Gallen, in the heart of Europe!



Prof. Dr. Thomas Bieger  
Vice-President

A handwritten signature in black ink, appearing to read 'Th. Bieger'.

Dr. Jürgen Brücker  
Director International Exchange

A handwritten signature in black ink, appearing to read 'Jürgen Brücker'.

# Facts & Figures

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## SWITZERLAND

- population 7.5 million
- surface area 41,285 km<sup>2</sup>
- in the heart of Europe
- four national languages:  
German, French, Italian, Romansch
- federal republic with semi-direct democracy
- safe environment
- internationally recognized neutral nation
- beautiful landscapes
- short distances to major cities in Europe
- excellent public transportation system
- headquarter for worldwide renowned companies
- United Nations Office at Geneva, biggest UN duty station outside of headquarters in New York

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## ST.GALLEN

- situated in the northeastern part of Switzerland, in the German speaking area
- population 75,000
- Abbey District of St.Gallen, UNESCO World Heritage Site
- charming, vivid city
- short distances to Swiss Alps and Lake Constance
- only 1 hour's journey to Zurich

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## UNIVERSITY OF ST.GALLEN (HSG)

- founded in 1898
- one of the leading business schools in Europe
- AACSB and EQUIS accredited
- Studies in Business Administration, Economics, International Affairs, Law, as well as Law and Economics
- Degrees: Bachelor of Arts HSG, Master of Arts HSG, Doctorate
- 5,000 students
- 80 tenured professors, 260 lecturers, assistants and visiting professors
- broad variety of courses taught in English
- international environment (25% foreign students)
- Member of CEMS – Community of European Management Schools and International Companies
- Member of PIM – Partnership in International Management
- more than 120 partner universities worldwide
- strong links to various international companies

# Switzerland



Matterhorn

Few countries of Switzerland's size can boast such a panorama of landscapes and settings, from the cosmopolitan centers of Zurich and Geneva to dramatic alpine mountain ranges to the tranquil lakes of the mediterranean-like Ticino.

Switzerland, while of course famous for chocolate, watches, and banks, offers other facets to be discovered. Sport and outdoor enthusiasts will not lack for activities regardless of the season. The culturally inclined will find a country with a rich and varied history and any number of cultural events and venues to enjoy.

Four national languages – German, French, Italian, and Romansch – distinguish the Swiss landscape, with cultural and linguistic identity closely intertwined. While this multilingualism underlines the country's long tradition of unity in diversity, today's global trends are also influencing Switzerland's demographics: 20% of the 7.5 million residents are international and many Swiss themselves have ethnic roots beyond Switzerland's borders.

Switzerland is located literally in the heart of Europe. A reliable and extensive national train system provides access to just about every corner of the country and also easy connections to

neighboring countries. Three international airports serve as hubs for those seeking more distant destinations for a weekend getaway.

With its steady economy and stable political climate, Switzerland offers a high living standard within a safe environment. Students seeking a study abroad opportunity will find Switzerland the perfect setting in which to experience an unforgettable stay.



Paradeplatz in Zurich



View from Lake Constance to St.Gallen – Appenzell Region

# St.Gallen



Cathedral

## St.Gallen's History

Founded in the year 612 by the wandering Irish monk Gallus, St.Gallen has a noteworthy past, due largely to the medieval monastery at the center of the old town which counts among the most significant in Europe. The elaborate main hall of the monastery library, built between 1758 and 1767, is considered one of the most beautiful baroque halls of central Europe, attracting thousands of visitors each year. The library's valuable collection of manuscripts and documents dating from the Middle Ages are regularly exhibited to the public and available for scholarly research. The monastery and adjacent buildings, including the late medieval merchants' houses with their elaborate oriels (bay windows), were declared a UNESCO international cultural heritage landmark in 1983.



Abbey Library,  
UNESCO World Heritage

## St.Gallen



Red City Lounge

With its 75,000 inhabitants, St.Gallen is the largest city in eastern Switzerland. Situated between Lake Constance and the Swiss Alps, St.Gallen provides a high quality of life. A picturesque old town, diverse cultural activities, excellent sporting opportunities – St.Gallen has everything to offer students looking for a charming city without the relentless hustle and bustle of an anonymous urban center. New students quickly find their way around town and appreciate the convenience of having everything close by: shops, restaurants, cafés, entertainment, and, of course, the University.

### Daily Life in St.Gallen

Cafés, restaurants, and pubs in the old town create an appealing atmosphere to enjoy with friends or just on one's own. Well-known shops and exclusive boutiques have something for every budget and taste. Fresh produce and flowers at the weekly outdoor farmer's market add color to the local setting and in December, the city takes on a festive quality during the Christmas market. Three ponds on a nearby hill above town are a haven for relaxation, offering a panoramic view over St.Gallen.



Old Town Shopping



Old Town

The city's location also means easy access to sport and outdoor activities. Ski resorts such as Flims-Laax, Davos, or St. Moritz can be reached quickly by car or train. Water sports are popular on Lake Constance in the summer and the nearby mountains are a hiker's paradise, no matter the season.

St.Gallen's museums and galleries open their doors for a special evening that lasts until late into the night.

### Cultural Kaleidoscope

St.Gallen's calendar of cultural events enhances the experience of daily life. Operas, plays, ballets, and concerts are performed by the symphony orchestra and the theater throughout the year. Further highlights include the St.Galler *Festspiele* with their outdoor performances at the monastery; the St.Gallen OpenAir, where both big names and alternative bands play for this three-day music festival; and the New Orleans Jazz Festival, when the streets of the old town are filled with Jazz, Blues, and Dixieland music. The city's many museums and art galleries have distinctive permanent collections as well as a changing palette of temporary exhibitions. On Museum Night,



# The University of St.Gallen



Since its founding, the education and training offered by the University of St.Gallen (HSG) have been characterized by a close affinity to the working world. The practical application of innovative management theories, close ties to the business world, and the success of its graduates, have all contributed to the HSG's status as one of the leading business universities in Europe. Currently, about 5,000 students in business administration, economics, law, and social sciences are pursuing their educational goals here.

## History

The University of St.Gallen was founded as a business academy in 1898 – the heyday of the St.Gallen embroidery industry. It became a business *Hochschule* in 1911, and later, in 1938 achieved university status. When the University moved into the current premises in 1963, it already had 1,000 students and 27 professors.

Accreditation

Through its accreditation by EQUIS (2001) and AACSB (2005), the University of St.Gallen has received the international seal of approval for offering a holistic education with the highest academic standards. The University of St.Gallen has pursued accreditation in order to confirm its quality at all levels of teaching, research, and services; to validate its international position and thus facilitate partnerships with comparable universities abroad; and to maintain on-going improvement of its quality standards.



### Global and local initiatives

An international focus is essential for today's universities. The University of St.Gallen (HSG) is active on several levels. Through the HSG Hub in Singapore, the Asia Research Center, and the Center for Sino-Swiss Competence in St.Gallen, the University develops its networks in Asia. The University also supports an array of local initiatives, such as providing the St.Gallen-Lake Constance region the impulse for over 100 spin-offs and entrepreneurial ventures. The HSG is also available to the general public with its wide range of open lectures, the popular Children's University, and its participation in local events. Moreover, the University of St.Gallen regularly hosts meetings for international dignitaries and high-level executives in the framework of formal and informal events.

### Institutes

The University of St.Gallen, well-known for its high quality education and research, is closely linked to national, international, and private

enterprises through the cooperation between these firms and the over 30 institutes affiliated with the University. Among other responsibilities, the institutes prepare students for a career in management where they can implement their knowledge on the practical as well as on the research level. The over 100 spin-off companies which have been established prove the success of this concept.

### International students at the University of St.Gallen

Maintaining a diverse population of international students is just one component of the University's mission. International degree-seeking students account for 25% of the student body, from undergraduate to doctoral levels. Furthermore, each year over 350 guest students representing over 50 nationalities attend the University for an exchange term. With such a mix of students, a multitude of languages can be heard on campus at any one time.



# International Network of the University of St.Gallen

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## CEMS

CEMS (Community of European Management Schools and International Companies) is a strategic alliance between leading partners from the education sector and the business world. At present, this network consists of 17 European universities, eight non-European academic institutions, and over 50 international firms. Members are engaged in a professional and multi-cultural exchange of management ideas. CEMS is setting the standards in pan-European management training through a one-year joint degree program, the “CEMS Master’s in International Management” (CEMS MIM). This program is offered at all CEMS partner universities.



[www.cems.org](http://www.cems.org)

## PIM

PIM (Partnership in International Management) is a union of business schools that was founded in 1973 by the following universities: Groupe HEC, New York University, and London Business School. Its goal was then, and is now today, to bring together individual business schools through the support of student exchanges among the institutions. The worldwide PIM network currently consists of 53 business schools and enables selected MBA students to participate in an exchange. In addition, the PIM partner institutions also engage in exchanges dealing with instruction, curriculum, and administration, in an effort to sustain high academic standards in the future.



[www.pimnetwork.org](http://www.pimnetwork.org)

## APSIA

The Association of Professional Schools of International Affairs (APSIA) has 29 members in the US, Europe, and Asia. It was established in order to dedicate itself to the improvement of professional training in the area of international relations, to thus help promote international understanding, prosperity, peace, and security. APSIA members work together to exchange information among themselves, with other universities, and with the public regarding training in the area of international relations.



[www.apsia.org](http://www.apsia.org)

# Academic Studies at the University of St.Gallen



## Study levels

Undergraduate study at the University of St.Gallen begins in the first year with the Assessment Level. Students acquire familiarity with the foundations of disciplinary and scholarly investigation, enabling them to confront and solve theoretical and practical problems. Students then proceed to the next level of their Bachelor's studies, where they complete the remaining four semesters of their studies, achieving a Bachelor of Arts degree upon completion. The following majors are offered at the Bachelor's level:

- Business
- Economics
- International Affairs
- Law
- Law and Economics

At the graduate level, the University of St.Gallen offers ten Master's programs that provide graduates with a focused academic program and preparation for confronting both theoretical and practical challenges. Students select from one of the following concentrations:

- Accounting and Finance
- Banking and Finance (in English ex 2008)
- Information, Media and Technology Management
- Marketing, Services and Communication Management
- Strategy & International Management (in English)
- Economics
- Quantitative Economics and Finance (in English)
- International Affairs and Governance (in English - planned ex 2008)
- Law
- Law and Economics

The Master's programs can begin either immediately following completion of the Bachelor's degree or after a few years' experience in the business world. A Master's program takes three to four semesters to complete (i.e., one and a half to two years).

## Faculty

Representing a broad range of international backgrounds and experience, 80 tenured professors, 260 lecturers and assistants provide students with a learning environment where knowledge and experience from the professional world mesh with academic rigor. With their common commitment to both research and teaching, many international faculty and guest professors enhance the teaching spectrum on campus.

**Three Pillars of Study**

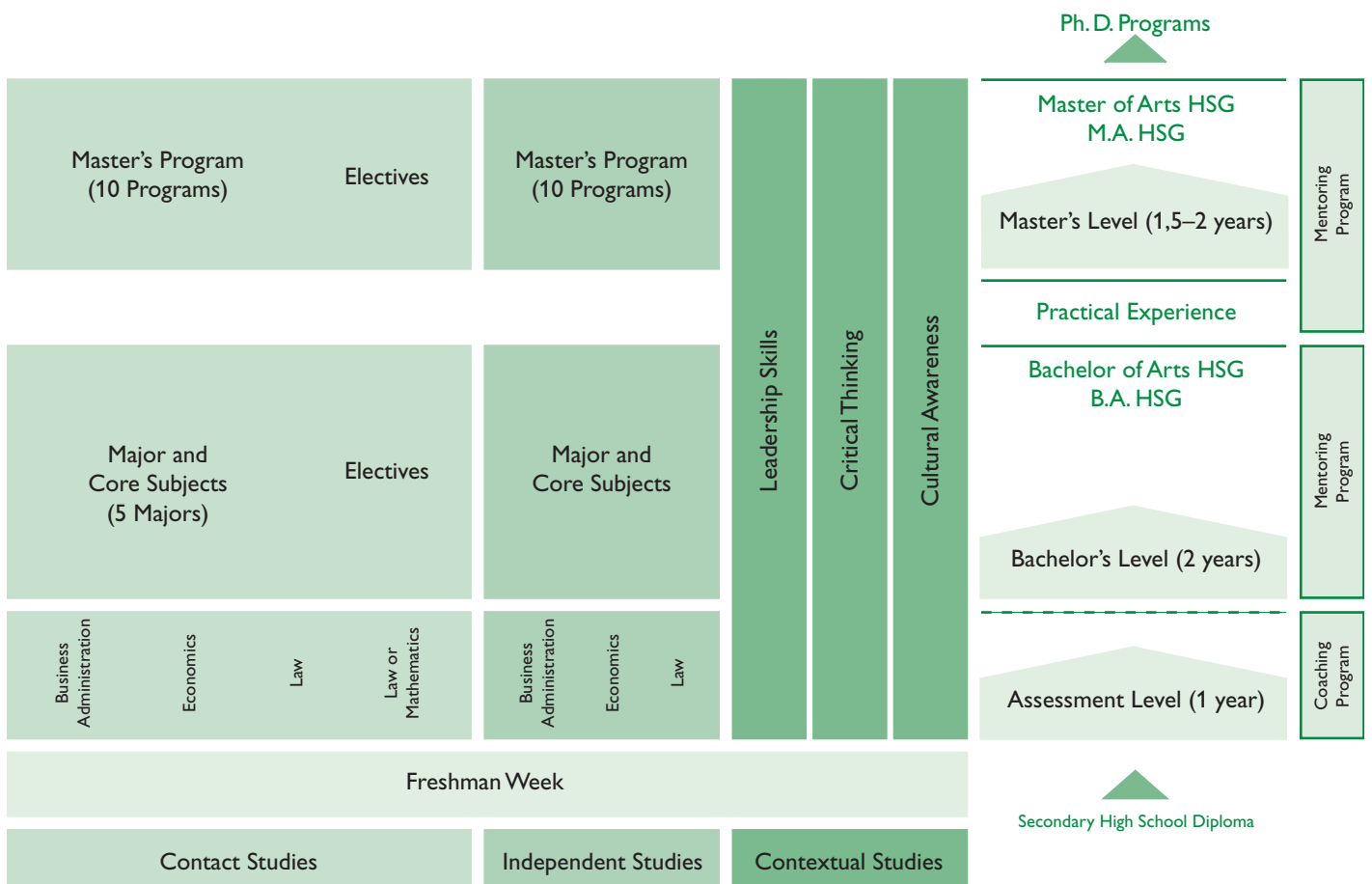
The educational system at the University of St.Gallen is based on three pillars. By emphasizing interdisciplinary study and the development of skills in the work place, these pillars support a concept of education that intends to meet growing demands for intellectual flexibility and (inter)cultural competency.

Contact Studies consist of lectures, tutorials, and seminars and include primarily subjects which better lend themselves to traditional modes of teaching and learning rather than independent study. Contact studies comprise 50% of the curriculum.

Independent Studies are concerned not only with the individual preparation for, and follow-up to, lectures and seminars, but also represent a separate curriculum within the core disciplines.

Characterized by a variety of teaching methods and materials (virtual courses, tutorials, working in groups), this course of study requires students to learn how to analyze difficult questions and develop cogent arguments.

Contextual Studies include lectures on cultural awareness, critical thinking, and leadership skills in order for students to prepare themselves to confront future challenges in the work place. The HSG places particular emphasis on training in decision-making, developing a sense of responsibility, interdisciplinary thinking, and the ability to use unconventional problem-solving skills.



# Exchange Programs at the University of St.Gallen



The University of St.Gallen has exchange partnerships with more than 120 universities worldwide. It is committed towards strengthening existing international ties and creating new networks. These agreements enable the University to welcome guest students each year to one of the following programs.

## **Exchange at Bachelor's and Master's levels with partner universities**

The majority of guest students studying at the University of St.Gallen enroll for a semester either at the undergraduate (bachelor) or graduate (master) level. The University offers a wide array of business courses as well as courses in other subjects including economics, political science, and the humanities. Many courses are taught in German but an increasing number of courses in English ensures that students have a broad selection to choose from in order to meet academic requirements and personal interest.

## **ISP**

The International Study Program (ISP) is a three-month program exclusively for MBA students from our partner universities. It takes place twice a year from September to November or from February to April. ISP courses focus primarily on business in Europe. A number of company visits familiarize students with different types of business concerns in companies of all sizes, from multi-nationals to local small businesses. The program is conducted fully in English, but students will begin learning German in special language courses.

## **CEMS MIM**

CEMS students from partner universities may select from a large number of core and elective courses during their semester in St.Gallen. Core courses are conducted mainly in English with the option to select electives either in English or German. Blocked seminars, business projects,

An Overview of all of our Exchange Programs

<b>Faculty Development Program</b> Incoming/Outgoing	<b>Doctoral Exchange Program</b> Incoming/Outgoing			<b>Ph.D. Programs</b> (Lecturer / Ph. D. student)
<b>Regular Exchange</b> Incoming/Outgoing	<b>Freemover Exchange</b> Incoming/Outgoing	<b>Unimobil Exchange</b> Incoming/Outgoing	<b>CEMS Program</b> Incoming/Outgoing	<b>Master's Level</b>
<b>International Study Program (ISP)</b> Incoming	<b>Federal Scholarship</b> Incoming	<b>MAPOW</b> Incoming	<b>Double Degree Programs</b> Incoming/Outgoing	
<b>Regular Exchange</b> Incoming/Outgoing	<b>Freemover Exchange</b> Incoming/Outgoing	<b>Unimobil Exchange</b> Incoming/Outgoing	<b>HSG Asia Term</b> Incoming/Outgoing	<b>Bachelor's Level</b>

and skills seminars are scheduled so that students can fulfill CEMS program requirements. The CEMS Student Club in St.Gallen does its part to make visiting CEMS students feel welcome by organizing a number of activities, bringing both local and visiting CEMS students together.

**Double degrees**

The University of St.Gallen has made strides in forging educational partnerships with other universities to give students the best of both worlds through double degrees. In the 90ies, the Master in Strategy and International Management was a pioneer with the first such agreement with Nanyang Technological University, later followed by the Master of International Affairs double degree with Sciences Po in Paris. More recently, an Agreement for Management Education in Europe (DAFME) with ESADE, Bocconi, RSM Erasmus, and Groupe HEC offers Master's students the opportunity to benefit from studying at some of Europe's top business universities.

**Swiss mobility**

This program promotes intranational exchanges, allowing any student enrolled at a Swiss university to spend a term at another university in Switzerland.

**Freemover**

Students enrolled at universities outside of the University's exchange network interested in a term in St.Gallen are able to apply as Freemovers. A limited number of places is available.

**Ph. D.**

Doctoral level students from partner universities may also spend a term in St.Gallen in order to conduct research or attend doctoral seminars.

**Faculty**

The University of St.Gallen can facilitate the exchange of faculty as researchers or visiting professors.



# Student Services at the University of St.Gallen



## International Exchange

The International Exchange coordinates study abroad terms for guest students at the University of St.Gallen and assists new students with all aspects of their exchange, from visa assistance to course enrolment and even to restaurant recommendations. Before students arrive, the International Exchange provides information about the coming term and guides students through the steps leading up to arrival. At the start of each new semester, the International Exchange collaborates with other relevant departments to organize an informative and fun introduction program to orient guest students to their new environment. The International Exchange is available for assistance with any questions or concerns throughout the entire term.

## Housing

A comfortable living environment is a key component of a student's term abroad. Since the University of St.Gallen does not have on-campus accommodation, the housing coordinator assists guest students with finding suitable living arrangements for their term in St.Gallen. Based on each

student's feedback, the Housing Office will find accommodation to meet individual needs and requirements. Guest students usually live with other students but can request specific types of living arrangements, including a room in a German-speaking flat-share, a homestay, or a studio apartment. All students have their own room but normally share common areas with their flat mates.

## BuddySystem

The BuddySystem, a division of the Student Union's *Ressort International*, is a group of student volunteers who help out new guest students at the University with guidance and information from a student's perspective. The BuddySystem matches local students with guest students so that students can contact each other before even setting foot in St.Gallen. Once guest students arrive, they can then look forward to the BuddySystem's full calendar of social activities. Excursions to other Swiss cities, international dinners, ski trips, and even visits to chocolate factories provide unforgettable memories and a chance to forge lasting friendships.

### Career Services Center

For students seeking advice about career planning or even for those just interested in part-time work, the Career Services Center (CSC) can help. The CSC advisors maintain a data-bank of current available positions and regularly offer career planning workshops.

### Forum HSG

The Forum HSG has quickly become one of the largest recruitment fairs in German-speaking Europe. Over 100 international businesses and organizations take part in this event which includes a career fair, company presentations, and workshops taking place over a two-week period each spring term.

### Student clubs and initiatives

HSG students are involved on campus in a number of ways. This includes any of the 80 student clubs and associations which the guest students are encouraged to join.

The Students' Union takes internationalism seriously and has one department devoted solely to this area. The *Ressort International* includes not only the BuddySystem but also the student-run travel weeks to Asia, Latin America, and Europe as well as the Swiss International Week.

### St.Gallen Symposium (ISC)

Seeking to promote dialogue that crosses the boundaries of cultures, generations, and interest groups, the annual St.Gallen Symposium is organized exclusively by the International Students' Committee (ISC), an independent student initiative at the University of St.Gallen and Harvard University. This conference has gained worldwide recognition for providing a neutral platform for critical and constructive debate on issues of global concern. Participants include key figures from business, politics, academia, and selected students.



[www.stgallen-symposium.org](http://www.stgallen-symposium.org)

Mr. Kofi Annan, former Secretary-General of the United Nations and Mrs. Annan with students of the International Students' Committee (ISC) St.Gallen





Beach Volleyball on campus

### Sports

Each semester, Unisport plans a program of sports activities and sport-related excursions. Most activities are free, some may have a nominal fee. From capoeira to climbing or skiing to surfing, students have an array of opportunities not only to keep fit but also to meet new people.

### University facilities

Studies and learning are supported by the University's modern infrastructure. In addition to the more than 350,000 bound volumes and some 1,500 journals, the open-access library contains a growing selection of e-journals that focus on economic and legal studies. Students have access to networked PCs, free-standing terminals, and a W-LAN network. Two cafeterias on campus provide students and staff with hot lunches. On-campus cafés are open throughout the day for a coffee or snacks.



# An Exchange Term at the University of St.Gallen: basic information

## Applying for an exchange semester

Students enrolled at partner universities (partner university list at: [www.exchange.unisg.ch](http://www.exchange.unisg.ch)) must be nominated by their home university's study abroad office. Nominated students will receive further information about their exchange term directly from the International Exchange at the University of St.Gallen.

Other students should consult the relevant information on the website about applying.

## Living expenses

Although Switzerland is not famous for its affordability, St.Gallen is by far one of the less expensive cities in Switzerland. Students can expect monthly expenditures of about CHF 1700.–. This includes rent, food, texts, and travel expenses, but can vary depending on individual needs.

## Scholarships

Due to the bilateral agreements between the Swiss universities and EU/EFTA partner universities, Switzerland participates in the EU Erasmus/Socrates program, although Switzerland is not an EU or EFTA member. These grants are for students from EU/EFTA partner universities coming to Switzerland as well as Swiss students going abroad to EU/EFTA universities. Students will receive detailed information after their arrival in St.Gallen.

Qualified students interested in a Swiss federal scholarship must contact their nearest Swiss consulate. Early application is required.

## Introduction Program

Before the start of each semester, an introduction program orients students to all aspects of their exchange term. The program includes information on both academic and administrative requirements as well as German language classes. Social events are also planned to give students a chance to get to know one another before the term begins. This program is required for all students regardless of their level of German.

## Language of instruction

The primary language of instruction at the University of St.Gallen is German. However, students with little or no knowledge of German have a broad selection of courses in English to choose from. Courses are offered in English at both the Bachelor's and Master's level and are available in core areas such as business, economics, management, marketing, and the humanities.



## An Exchange Term at the University of St.Gallen: basic information



Singaporean Students  
on a trip  
through Switzerland

### German language

Students have the opportunity to take German language classes throughout their semester at the University of St.Gallen. While the intensive German course during the introduction program may be the first experience with the language for many students, they are encouraged to continue learning the language during the semester in one of the many German language courses.

### Course availability

In general, guest students may select courses from any subjects at the Bachelor's or Master's level, depending on their level of study at their home university. Students in the three-month ISP program have a set course program with the possibility to select some electives.

### Calendar dates

Fall semester: September to December

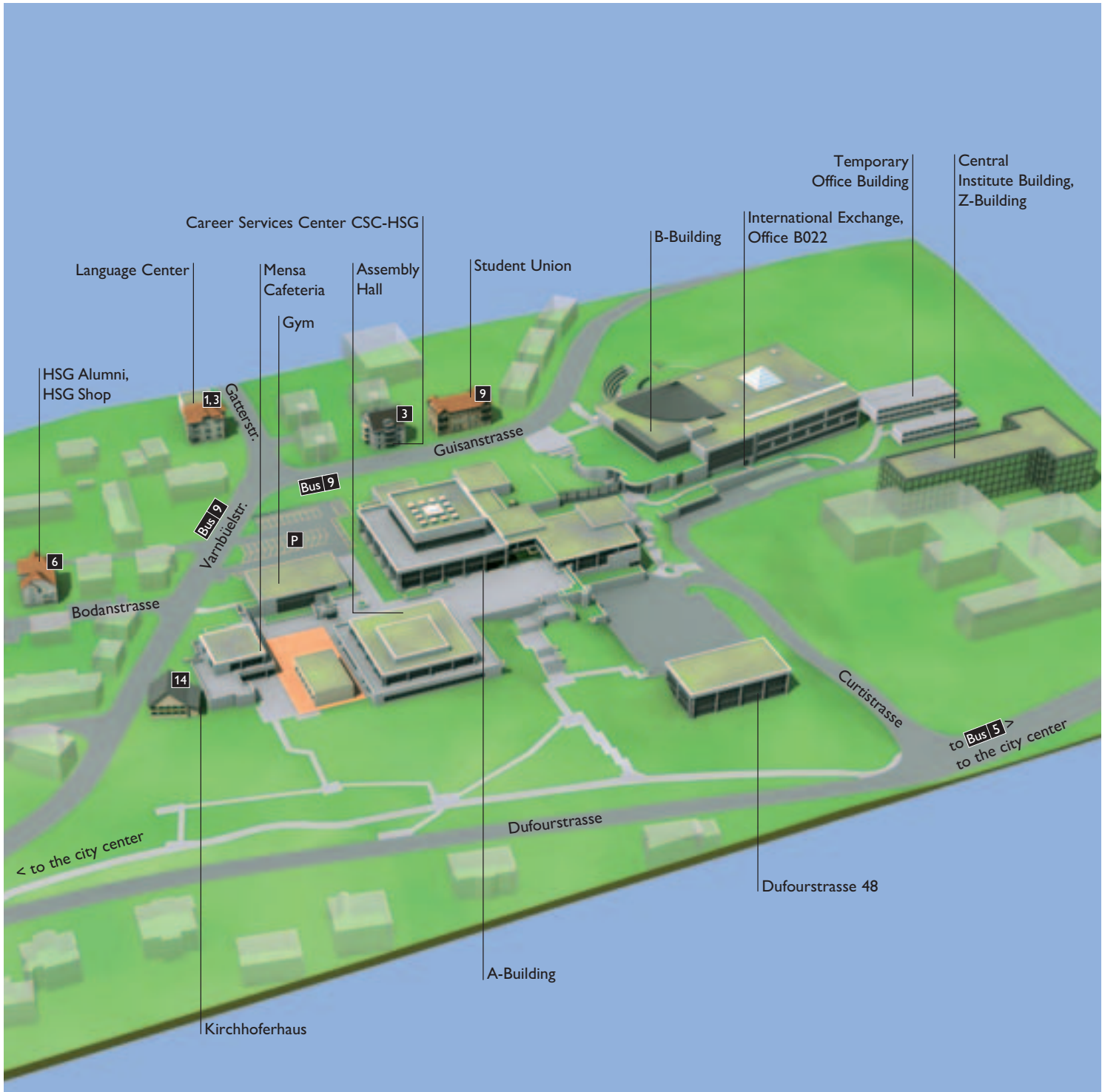
Spring semester: February to May

### ISP program

Fall: September to November

Spring: February to April

# Campus Plan University of St.Gallen



# St.Gallen – in the heart of Europe

