INTERNATIONAL STUDY PROGRAM (ISP)
Course Descriptions and Credits: Spring 2013

CORE COURSES

**European Corporate Governance** This seminar will introduce students to various aspects of corporate governance, with a general focus on the particularities of the European approach towards the issue.

The course moves from general questions about the nature and objective of corporations to a discussion of the most important actors in corporate governance and their relationships: company management, boards of directors, shareholders and other external stakeholders. While this discussion will focus on the public US firm as a starting point, we will also discuss corporate governance in other settings: in European countries, in entrepreneurial firms and in family businesses.

The general approach to the course is discursive. Corporate governance is a rather amorphous issue, and dealing with the challenges it poses is not straightforward. Class discussions and interactive exercises are designed to generate an experience as close to first-hand as possible. A further objective of the course - given the variety of backgrounds of students – is to enable students to become “reflective practitioners” with respect to corporate governance and leadership.

**European Cultural History** The course will introduce the participants into European cultural history from three angles. We will start with the history of St. Gallen in its broader European context, combining our class with a guided city tour. On the second day, we will focus on two complementing aspects of European history from the Baroque age to the 20th century, i.e. on the development of rational thought and its influence on the concept of identity on the one hand and on the construction of emotionality, especially of love, on the other. In the evening of the second day we will have a film session with Dan Brown’s The Da Vinci Code, proceeding from which we will, on the third and last day of the course, discuss the topic of Imagining Europe along the lines first of the relation between Art and Religion and second of the construction of European history.

**Strategic Management** The purpose of this course is to help participants learn to think strategically. Content will focus on the theory, concepts and frameworks associated with corporate and competitive strategy, strategy development and strategic change.

The main class activity will be case discussion and analysis. The format will include both formal presentations by participants and interactive class discussion. Concepts and frameworks from the assigned readings will be used as lenses to examine issues in the cases. Possibly, one of the cases will consist in exploring and analyzing the strategic challenge of an actual firm. Participants will be evaluated on the basis of their ability to apply course frameworks as the basis for developing responses to the questions posed in the cases.

**Leadership in European Companies** This course exposes students to important, emerging principles of leadership. It has a focus on European companies, and the course includes at least one trip to a local company in which dynamic leadership research is being undertaken.

**Team Building: Leadership and Team Competencies** This intensive training takes place at the end of 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.
ELECTIVE COURSES

**Macroeconomics and Financial Crises**  The principal goal of this course is to introduce MBAs to the macroeconomic tools necessary to understand and follow developments in national economies, bearing in mind the interdependence across economies in this era of globalisation. There is a particular focus in this course on the many economic and financial crises that economies have faced since the 1930s, when the Great Depression gave birth to the modern study of macroeconomics. Obviously developments in the world economy over the past 18 months have dictated this choice of focus. One important by-product of this course is to prepare MBAs to talk sensibly and confidently about recent economic developments in their interviews and elsewhere.

During the class’ ten sessions seven important topics will be covered. Each topic’s material will require approximately 3-4 hours of class time to cover, with the last topic requiring more time. We will work methodically through the material. You should come to the class prepared by reading the textbook chapters (where appropriate) and indicated articles in advance.

**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 sensitizes 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 cultures or interacting with potential clients or conducting negotiations. The main goals of the course are thus to build a solid, theoretical understanding of the key mechanisms that shape effective managerial communication in a global context and understand its potential pitfalls, as well as to learn about effective practices of leading communication on an interpersonal and group level.

**International Entrepreneurship**  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 organizations in developing and implementing value-driven innovation strategies.

**NOTE:** An additional finance class (3ECTS credits) will be integrated in the ISP course curriculum. This finance class will cover topics like Financial Intermediation, Private Equity & Credit Risk as well as Private Banking and Family Offices in Europe. Please get in contact with Slawomir Skwarek ([slawomir.skwarek@unisg](mailto:slawomir.skwarek@unisg)) in case you are interested and you have questions about this class.
OPTIONAL COURSES

**German Language** The ISP will start with an intensive German language course. A regular German language course will be offered concurrently with the business courses. For students who are native German speakers, the intensive course is not compulsory. The German course is designed to provide students who have little or no experience with the language, with an introduction to German. All four language skills, speaking, listening, reading, and writing, will be developed, but, given the unique opportunity provided by the setting, speaking and listening will receive the strongest emphasis.

**European Company Exploration** The two main goals of the course are to gain experience in analyzing European company aspects regarding to performance, sustainability, integrity and ethical issues and becoming comfortable with those crucial topics. The course provides an opportunity to develop a better understanding of the essential bridge between responsibility and performance. Therefore, we will visit several international companies and analyze one of the visited companies or divisions.

**COURSE PROGRAM OVERVIEW**

<table>
<thead>
<tr>
<th>ISP Fall 2012 &amp; Spring 2013</th>
<th>Course type</th>
<th>Contact hours</th>
<th>ECTS credits</th>
<th>Course materials</th>
</tr>
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<tbody>
<tr>
<td>European Corporate Governance</td>
<td>core</td>
<td>18</td>
<td>2</td>
<td>Reader</td>
</tr>
<tr>
<td>European Cultural History</td>
<td>core</td>
<td>14</td>
<td>2</td>
<td>Reader</td>
</tr>
<tr>
<td>Strategic Management</td>
<td>core</td>
<td>28</td>
<td>3</td>
<td>Reader</td>
</tr>
<tr>
<td>Leadership in European Companies</td>
<td>core</td>
<td>28</td>
<td>3</td>
<td>In class</td>
</tr>
<tr>
<td>Team Building: Leadership and Team Competencies</td>
<td>core</td>
<td>8</td>
<td>-</td>
<td>In class</td>
</tr>
<tr>
<td>Private Equity &amp; Credit Risk</td>
<td>elective</td>
<td>28</td>
<td>3</td>
<td>In class</td>
</tr>
<tr>
<td>Macroeconomics and Financial Crises</td>
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<td>3</td>
<td>Reader</td>
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<tr>
<td>Global Managerial Communication</td>
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<td>28</td>
<td>3</td>
<td>Reader</td>
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<tr>
<td>International Entrepreneurship</td>
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<td>In class</td>
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<td>German Language</td>
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<td>3</td>
<td>Reader</td>
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<tr>
<td>European Company Exploration</td>
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<td>14</td>
<td>2</td>
<td>In class</td>
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<td><strong>Maximum TOTAL</strong></td>
<td></td>
<td>270</td>
<td>27</td>
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REGISTRATION FOR COURSES

How do I apply for the ISP?

Application
Students must be nominated by the Study Abroad Office at one of our partner universities.

Deadlines
We must receive the Exchange Coordinator's Online Nomination from the partner university by:
ISP Fall: April 15
ISP Spring: August 15

We must receive the student's Online Enrolment Confirmation by:
ISP Fall: June 1
ISP Spring: October 1

ISP term dates

<table>
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<tr>
<th>Year</th>
<th>ISP Spring</th>
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<tbody>
<tr>
<td>2012/13</td>
<td>January 7 - March 15, 2013</td>
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How do I register for courses?
You can register by emailing your selections to isp-info@unisg.ch on or before the deadline stated in your acceptance letter.

How do I select my courses?

STEP 1: Pick a minimum of 2 of the 4 ELECTIVE courses:
- European Business Law (3 ECTS Credits)
- International Entrepreneurship (3 ECTS Credits)
- Macroeconomics and Financial Crises (3 ECTS Credits)
- Global Managerial Communication (3 ECTS Credits)

STEP 2: Pick OPTIONAL courses:
- German for Beginners (3 ECTS Credits)
- European Company Exploration (2 ECTS Credits)

ISP CONTACTS

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