THE EXCHANGE PROGRAM FOR MBA STUDENTS

INTERNATIONAL STUDY PROGRAM

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Dear Prospective ISP Student

Thank you for your interest in the International Study Program (ISP) at one of Europe’s top business schools – the University of St.Gallen.

The ISP is an intensive study exchange program for international MBA students from our highly respected 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 program. For example, students on past programs have had opportunities to visit BMW in Munich, Roche in Basel, Nestlé in Vevey, and the European Free Trade Association court in Luxembourg. Visits provide you with the opportunity to broaden your horizons both personally and professionally, and in some instances, you will meet leaders in these dynamic institutions. Thus, the ISP provides a learning laboratory for those who aspire to a career in international management.

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

Prof. Heike Bruch, PhD
Professor of Leadership
ISP Academic Director
International Study Program

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. The number of participants in each ISP session is limited to a maximum of 30 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, and
- European companies, through site visits and case studies.

The ISP is taught entirely in English, but intensive German classes are also offered to students who are interested in gaining a deeper understanding of the culture and people in a German-speaking environment. This enables students to more fully enjoy their time in St.Gallen, while laying the foundations of a communication skill that could be of value in their international business careers.
Company visits are a cornerstone of the ISP, exposing students to some of the most dynamic companies in the region, and could provide opportunities to meet important and influential professionals.

In recent years, visits have included:
- BMW, Munich
- Roche, Basel
- Nestlé, Vevey
- Hilti, Liechtenstein
- Sunrise, Zurich
- International Watch Company, Schaffhausen

In addition to company visits, students may also have the opportunity to visit organizations that are central to business in Europe. The European Free Trade Association (EFTA) court in Luxembourg, the World Trade Organization in Geneva, and the European Central Bank in Frankfurt are some examples.
The University of St. Gallen (HSG)

Founded in 1898, the University of St. Gallen for Business Administration, Economics, Law and Social Sciences (HSG) is one of the oldest universities of its kind in the world. The student body comprises more than 6000 students from 80 nations, including 450 exchange students each year, all drawn by a desire to profit from the University’s commitment to innovation and its intensive and highly qualified research efforts. The University of St. Gallen is respected for its specialized yet comprehensive academic orientation, and for its interdisciplinary and practice-oriented courses.

Only 80 km from Zurich Airport, the University of St. Gallen is easily accessible for program participants, faculty members and visitors from all over the world. It offers foreign students an excellent base from which to become familiar with European business and the opportunity to explore the region’s diverse culture and natural beauty.

Accreditations

The AACSB and EQUIS accreditations at the undergraduate, graduate and post-graduate levels are an affirmation of the HSG’s international standing. The University of St. Gallen consistently ranks among the top universities in Europe and maintains a reputation in the German-speaking world as a unique and highly regarded institution of learning and research.
Guiding Principles

I. Acquisition – Education – Loyalty
We want to acquire students who wish to make use of their talents and capacities to benefit social responsibility and not only for personal success. We offer internationally recognized degree programs and postgraduate courses for life-long learning. We also encourage long-lasting relations between the students and the University.

II. People – Research – University Added Value
We seek to provide academics with good conditions for innovative and creative research. In so doing, we satisfy both the demands made by science and the realities of working life. We strive for a leading international position in selected fields of research that are of high social relevance and strategic significance for the University. We encourage a division of work as well as cooperative ventures that enable researchers to exploit their varying skills and strengths to the full.

III. World – University – Region
We aim to develop the internationalization of the University systematically and continuously. By offering an international education, we want to attract students, academics, practitioners and professionals from the region as well as from all over the world. In this way, we can make the benefits of internationalization available to the region.

IV. Entrepreneurship – Performance – Financial Strength
We cultivate individual entrepreneurship in the interest of the University as a whole. In this way, we secure and expand our academic freedom and our University’s financial autonomy. We are conscious of the special responsibility that is associated with utilizing this freedom.
Services

Career Services Center (CSC)

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

www.csc.unisg.ch

Student Union

The Student Union encourages students to integrate into and learn about Swiss culture. It organizes various bilateral student exchange programs, provides opportunities to gain insights into different business environments and helps to create tolerance and understanding between people of different cultures.

www.myunisg.ch

BuddySystem

The BuddySystem is a division of the Student Union. Entirely student run, the BuddySystem’s mission is the social integration of all new exchange students. Each semester they organize various cultural and social activities such as international dinners, sightseeing tours and ski weekends.

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
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 with restaurant recommendations. Before students arrive, the International Exchange provides information about the upcoming 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 experience abroad. Since the University of St.Gallen does not offer on-campus accommodation, housing coordinators assist guest students with finding suitable living arrangements for their term in St.Gallen. Based on each student’s feedback, the Housing Office finds 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 or a studio apartment. All students have their own room but normally share common areas with their flat mates.

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 410,000 bound volumes and some 1,400 paper journals, the open-access library contains a growing selection of more than 15,000 e-journals that focus on economic and legal studies. Students have access to networked PCs, freestanding 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.
“The ISP is the flagship program of the University of St.Gallen in the field of international student’s exchange. In a unique framework it brings together students from the leading business schools of the world with St.Gallen students and the top international professors of the University of St.Gallen.”

“The experience of living and studying in another country is really eye-opening. It tests preconceptions and habits you didn’t even think were so ingrained in you.”

“The sheer diversity of our ISP MBAs is one plus. Another is their willingness to learn how corporate strategies need to adjust to the realities of the continental European business environment.”

“Working with the ISP students is a pleasant intellectual and (inter-)cultural challenge. As a group of international students, they are particularly open-minded, and they enrich discussions with culturally diverse viewpoints. The ISP is a benefit both for the students and the University of St.Gallen.”

“My ISP experience was a highlight of my MBA. The combination of outstanding professors, corporate visits, and international student perspectives made for an amazing semester. In addition, the program schedule and the ease of traveling from St.Gallen to the rest of Europe allowed me to experience the continent as never before!”
Voices of the ISP

Anahita Gharabaghi
Cornell University, USA
ISP Participant

“The ISP Program was a fantastic, profound and an utterly sweet experience. I will treasure the students, teachers and the faculty with whom I had the amazing opportunity to share memories.”

Inez Gonzalez
Claremont Graduate University, USA
ISP Participant

“The ISP was my international MBA experience. Studying European business and business law at one of Europe’s top business schools, as well as the experience of living abroad, has prepared me well for my new job as a management consultant for a multinational firm.”

Andreas Renfer
International University of Japan, Japan
ISP Participant

“My exchange at the University of St.Gallen was a great and enriching experience and I can recommend it to anyone who wants to add a different angle to his or her MBA education.”

Kalyani Vermuri
Indian Institute of Management, Lucknow, India
ISP Participant

“Participating in the ISP gave me the chance to spend time with and exchange ideas with professionals and students from 14 diverse national backgrounds. It is by far the richest cultural experience I have had and I will always treasure the memories of my days at the University of St.Gallen.”

Andreas Weder
University of St.Gallen, Switzerland
ISP Participant

“The ISP program combines academics, real business insights and social networking on a very high level. Participating in the program has broadened my cultural understanding and led to lifelong friendships.”
The Swiss Experience

Why Switzerland?

Located in the heart of Europe, Switzerland enjoys a substantial richness in culture and history. The small and mountainous country possesses a highly developed economy, enjoying one of the highest per capita income figures in Europe. To balance hard work with recreation, many Swiss spend weekends hiking or skiing in the Alps. Ski areas can be reached within a few hours from any place in Switzerland.

Although 7.4 million people live on only 41,290 square kilometers in Switzerland, four official languages are spoken. Most Swiss speak either Swiss German or French. A smaller portion of the population speaks Italian, and a much smaller but still important minority speaks Rumansh. The various languages and cultural dimensions make Switzerland a world within the world.
The small, yet charming city of St. Gallen is located in the eastern part of Switzerland where the official language is German. St. Gallen – just minutes away from Austria, Germany and the Principality of Liechtenstein – is nestled between Lake Constance, the Alps and the Rhine River, and has about 75,000 inhabitants. Italy and France are less than four hours by train from St. Gallen.
If you would like to know more, please get in touch with us:

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