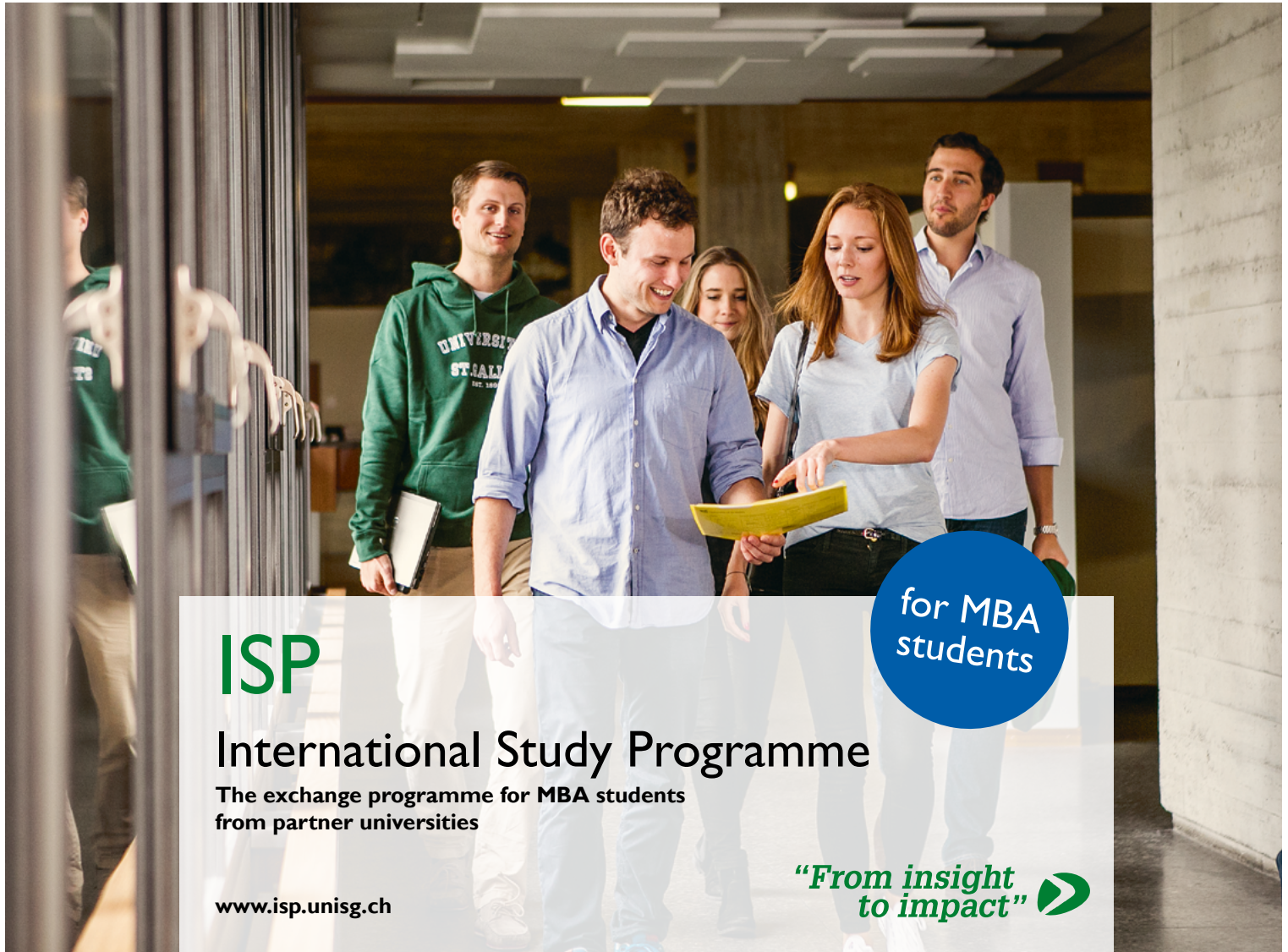




University of St.Gallen



ISP

International Study Programme

The exchange programme for MBA students
from partner universities

www.isp.unisg.ch

for MBA
students

*“From insight
to impact”* 



Welcome

Dear prospective ISP student

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

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 in 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.

Prof. Dr. Martin J. Eppler
Chair of Communications Management
ISP Academic Director



International Study Programme

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

See our website for further information on courses and credits:

www.isp.unisg.ch

The ISP is taught entirely in English, but intensive German classes are also offered to students interested in gaining a deeper understanding of the culture and enabling them to more enjoy their time in St. Gallen.

Dynamic Companies, Multilateral Institutions

Company visits are a cornerstone of the ISP, exposing students to some of the most dynamic companies in the region, and provide opportunities to meet important and influential professionals.

In recent years, visits have included:

- BMW, Munich
- Roche, Basel
- Nestlé, Vevey
- Bühler, Uzwil
- WEF, Geneva
- International Watch Company, Schaffhausen
- Victorinox, Ibach
- Siemens, Zug
- International Committee of the Red Cross, Geneva

In addition to company visits, students may also have the opportunity to visit organisations that are central to business in Europe. For example the World Trade Organisation in Geneva.

The University of St. Gallen (HSG)

The University of St. Gallen was founded as a business academy in 1898. It became a business Hochschule in 1911, and later, in 1938 achieved university status. Since its founding, the education and training offered by the University of St. Gallen (HSG) have been

characterised by a close affinity to the working world.

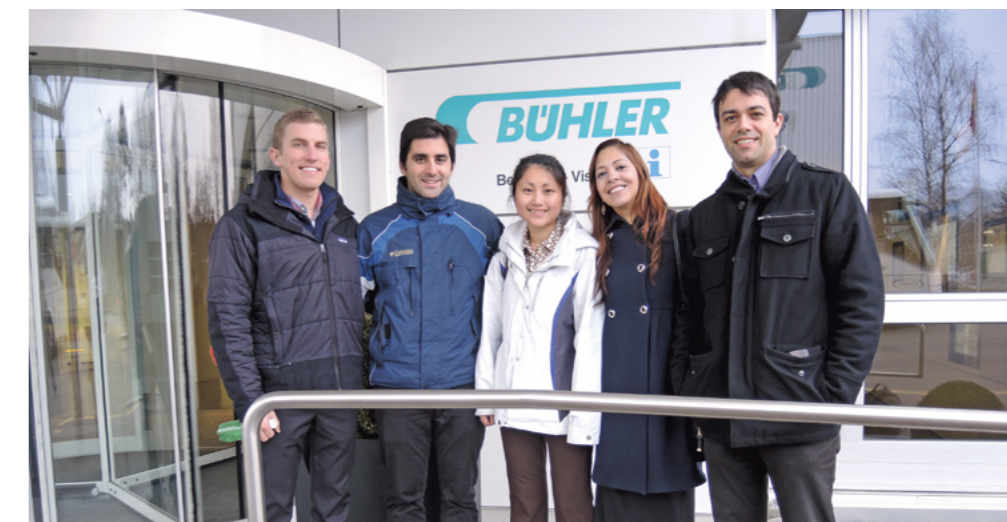
The practical application of innovative management theories, close ties to the business world, and the success of our graduates, have all contributed to our status as one of the leading business universities in Europe. Currently, more than 8'000 students in management, economics, law, social sciences and international affairs are pursuing their educational goals here.

Only 80 km from Zurich Airport, the University of St. Gallen is easily accessible for programme 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 University of St. Gallen is one of the frontrunners in the field of business education. This is confirmed by international seals of approval. The HSG has been accredited with EQUIS since 2001, with AACSB since 2003 and with AMBA since 2019. It thus bears the most important national seals of approval for business schools.



Voices of the ISP

Prof. Dr. Bernhard Ehrenzeller
President of the University of
St.Gallen



"The world is a classroom: the ISP provides you with a stimulating environment to gain insight into European business. St.Gallen's top faculty challenges and inspires you and your MBA classmates from around the globe to expand your understanding of management theory and practice."

Prof. Simon Evenett, PhD
Director of the Swiss Institute for
International Economics and
Applied Economic Research, HSG



"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."

Prof. Dr. Heike Bruch
Institute for Leadership and Human
Resource Management, HSG



"The ISP is a unique programme helping participants to explore their leadership skills, broaden their horizon and grow personally. It is hard work and highly energizing."

Prof. Dr. Michael Hilb
Lecturer for Entrepreneurship,
Vice President, Group Strategy,
DKSH Management Ltd.



"It is always a great experience and a lot of fun to engage in a dialogue on entrepreneurial value creation with such a motivated group of students."

"The ISP was an incredible and invaluable experience; one that constantly explored the frontier of leadership, insight and industry to have a truly lasting impact on me both personally and professionally."

"The ISP provided an unbelievably rich experience, including a mix of academics, practical application, and cross-cultural exposure. The smaller programme size encouraged a close-knit bond with highly diverse students from around the world. The opportunity to study at such a prestigious university was the perfect capstone to my MBA experience."

"The ISP provides an excellent combination of top notch professors, direct contact with European executives, a cultural diversity that is enlightening as well as challenging. I would do it all over again, definitely!"

"Participating in the ISP has been an amazing experience. It combines solid academics with international networking, fun experiences and cultural diversity. It has given me an opportunity to visit and learn from successful international companies and their leaders."



Samuel Leetham
University of Melbourne,
Melbourne Business School,
Melbourne, Australia



Kelly Moore
University of Texas at Austin,
McCombs School of Business,
Austin, USA



Kasi Manickam
Indian Institute of Management,
Ahmedabad, India



Ana Elizabeth Cenóz
Universidad Panamericana,
IPADE Business School,
Mexico City, Mexico

The University of St.Gallen



Vision

As a leading business university we set global standards for research and teaching by promoting integrative thought, responsible action and an entrepreneurial spirit of innovation in business and society.

General Principles

1. Teaching in a complex reality
2. Research for society
3. Identity through community culture
4. Internationalisation and regional roots



Services

Student Mobility

The Student Mobility team coordinates study abroad terms for guest students at the University of St. Gallen and assists new students with all aspects of their exchange. Before students arrive, Student Mobility provides information about the upcoming term and guides students through the steps leading up to arrival. At the start of each new semester, Student Mobility collaborates with other relevant departments to organise an informative introduction programme to orientate guest students to their new environment. Student Mobility is available for assistance with

any questions or concerns throughout the entire term.

www.exchange.unisg.ch

Housing Office

A comfortable living environment is a key component of a student's experience abroad. The Housing Office assists guest students with finding suitable living arrangements for their term in St. Gallen. Guest students usually live with other students but can request specific types of living arrangements. All students have their own room but normally share common areas with their flat mates.

Career Services Center (CSC)

The University of St. Gallen has ongoing partnerships with European and global organisations. 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

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 organise various cultural and social activities such as international dinners, sight-seeing tours and ski weekends.
www.ressortinternational.ch

Sports

Each semester Unisport plans a programme 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.
www.sport.unisg.ch

University facilities

The University of St. Gallen offers the latest facilities and services to support individual and collaborative learning. The Library maintains the best tradi-

tions of its trade, yet is up-to-date and modern in design: it has more than 600,000 books, journal volumes and non-books (DVDs, audiobooks, CDs), more than 150,000 e-books and 40,000 licenced journals.

On the main campus, a university restaurant offers a wide selection of meals for large and small appetites. There is also a student bar and several cafeterias where you can enjoy a pleasant coffee break.





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 8.4 million people live on only 41,285 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 Romansh. The various languages and cultural dimensions make Switzerland a world within the world.

St. Gallen

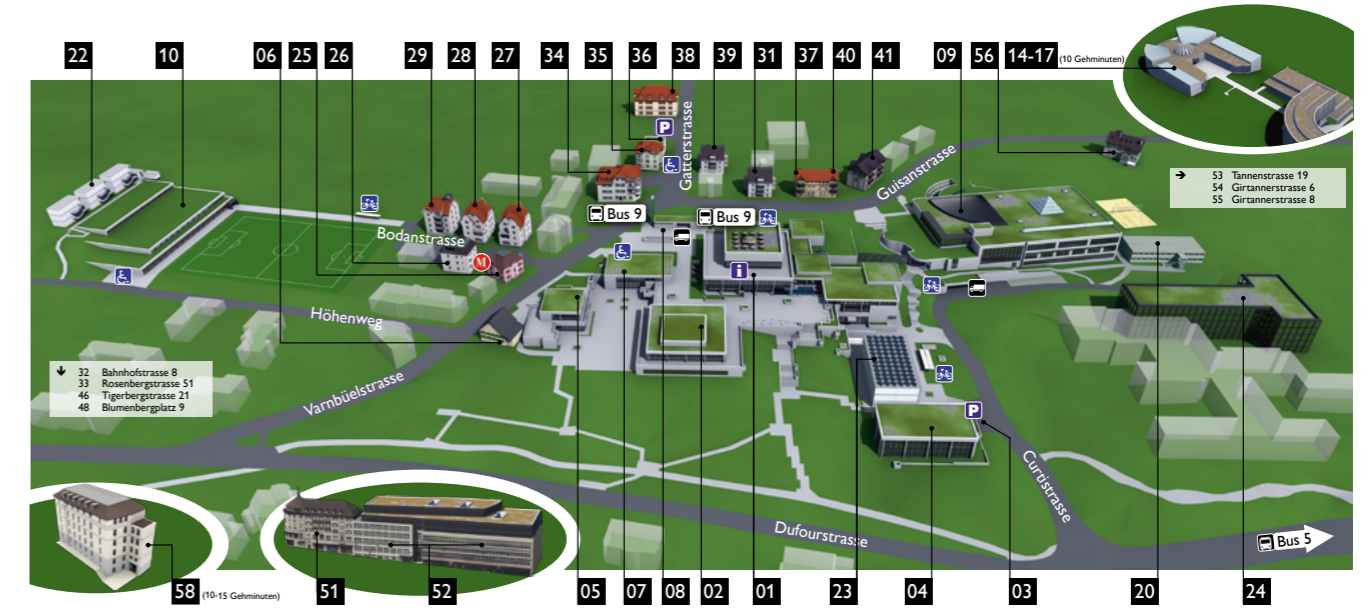
The small, yet charming city of St. Gallen is located in the eastern part of Switzerland where the official language is German. St. Gallen – just minutes away from Austria, Germany and the Principality of Liechtenstein – is nestled between Lake Constance, the Alps and the Rhine River, and has about 75,000 inhabitants. Italy and France are less than four hours by train from St. Gallen. The Abbey Library in St. Gallen is one of the oldest libraries in the world and possesses valuable documents that verify the foundation of St. Gallen in 612 AD.



Impressions of St. Gallen



Map of the Campus



01 Hauptgebäude <i>Main Building</i>	09 Bibliotheksgebäude <i>Library Building</i>	31 Guisanstrasse 3	41 Guisanstrasse 11	Warenlieferung <i>Delivery of goods</i>
02 Aula	10 Sporthalle <i>Sports Hall</i>	34 Varnbuelstr. 19 – Skriptenkommission <i>Script Commission</i>	51 Unterer Graben 21	Information <i>Info Desk</i>
03 Parkgarage A <i>Car Parking A</i>	14-17 Weiterbildungszentrum Holzweid <i>Executive Campus HSG</i>	35 Gatterstrasse 1	52 Müller-Friedberg-Str. 6/8	Invaliden-Parkplätze <i>Disabled Parking</i>
04 Dufourstrasse 48	20 Provisorium 1 – Büro <i>Provisional 1 – Offices</i>	36 Gatterstr. 3 – Sprachenzentrum <i>Language Center</i>	56 Guisanstrasse 36 Werner-Siemens-MLE-Haus	Fahrradständer <i>Bike Rack</i>
05 Varnbuelstrasse 16	22 Provisorium 3 – Lehre <i>Provisional 3 – Teaching Facilities</i>	37 Guisanstr. 7 – HSG Alumni <i>HSG Alumni</i>	58 Tellstrasse 2	Parkplätze <i>Car Parking</i>
06 Kirchhoferhaus	23 Lehr-Pavillon <i>Classroom Pavilion</i>	38 Gatterstrasse 9 – Kinderhort <i>Crèche</i>	Buslinie <i>Bus line</i>	Mobility Car Sharing
07 Mensa <i>University Restaurant</i>	24 Zentrales Institutsgebäude <i>Central Institute Building</i>	39 Guisanstrasse 1a	Uni-App	
08 Dienstgebäude <i>Service Building</i>	25-29 Bodanstrasse 1-8	40 Guisanstr. 9 – Studentenschaft <i>Student Union</i>		

**If you would like to know more,
please get in touch with us:**

ISP nomination/enrolment

University of St. Gallen,
Student Mobility

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ACCREDITATIONS

MEMBER OF