ISP
International Study Programme
The exchange programme for MBA students from partner universities

www.isp.unisg.ch
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 and with AACSB since 2003. It thus bears the most important national seals of approval for business schools.
Voices of the ISP

Prof. Dr. Thomas Bieger
President of the University of St. Gallen and Director of the Institute for Systemic Management and Public Governance, HSG

“The ISP is the flagship programme of the University of St. Gallen in the field of international students' 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.”

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.”

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.”
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](http://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](http://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, sightseeing 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 traditions 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 / Main Building  
02 Aula  
03 Parkgarage A / Car Parking A  
04 Dufourstrasse 16  
05 Varnübistrasse 16  
06 Kirchhoferhaus  
07 Mensa / University Restaurant  
08 Dienstgebäude / Service Building  
09 Bibliotheksgebäude / Library Building  
10 Sporthalle / Sports Hall  
14-17 Weiterbildungszentrum Holzweid / Executive Campus HSG  
20 Provisorium 1 – Büro / Provisional 1 – Offices  
22 Provisorium 3 – Lehre / Provisional 3 – Teaching Facilities  
23 Leh-Pavillon / Classroom Pavilion  
24 Zentrales Institutgebäude / Central Institute Building  
25-29 Bodanstrasse 1-8  
31 Guisanstrasse 3  
34 Varnübistr. 19 – Skriptenkommission / Script Commission  
35 Gatterstrasse 1  
36 Gatterstr. 3 – Sprachenzentrum / Language Center  
37 Guisanstr. 7 – HSG Alumni  
38 Gatterstrasse 9 – Kinderhort / Creche  
39 Guisanstrasse 1a  
40 Guisanstrasse 9 – Studentenschaft / Student Union  
41 Guisanstrasse 11  
42 Unterer Graben 21  
43 Müllen-Friedberg-Str. 6/8  
44 Guisanstrasse 36  
45 Werner-Siemens-MLE-Haus  
46 Tellstrasse 2  
47 Buslinie / Bus stop  
48 Uni-App  
50 Warenlieferung / Delivery of goods  
51 Information / Info Desk  
52 Invaliden-Parkplätze / Disabled Parking  
53 Fahrradständer / Bike Rack  
54 Parkplätze / Car Parking  
55 Mobility Car Sharing  
56 (10 Gehminuten)  
57 (12-15 Gehminuten)
If you would like to know more, please get in touch with us:

**ISP nomination/enrolment**
University of St. Gallen, Student Mobility
Tellstrasse 2
CH-9000 St. Gallen
Switzerland
Phone +41 (0)71 224 23 39
E-Mail exchange@unisg.ch
Web www.exchange.unisg.ch

**ISP programme details**
University of St. Gallen, Executive Director ISP
Tellstrasse 2
CH-9000 St. Gallen
Switzerland
E-Mail isp-info@unisg.ch
Web www.isp.unisg.ch
INTERNATIONAL STUDY PROGRAMME – ISP
Course Descriptions and Credits: Autumn 2019/Spring 2020

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
- Accommodation related to company visits free of charge
- 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

<table>
<thead>
<tr>
<th>ISP Autumn 2019</th>
<th>ISP Spring 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>03 September – 14 November 2019</td>
<td>07 January – 12 March 2020</td>
</tr>
</tbody>
</table>

COURSE PROGRAMME OVERVIEW

<table>
<thead>
<tr>
<th>ISF course programme Autumn 2019/Spring 2020</th>
<th>Course type</th>
<th>Contact hours</th>
<th>ECTS credits</th>
<th>Course materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Corporate Governance</td>
<td>core</td>
<td>18</td>
<td>2</td>
<td>Reader</td>
</tr>
<tr>
<td>European Culture and International Management</td>
<td>core</td>
<td>14</td>
<td>2</td>
<td>Reader</td>
</tr>
<tr>
<td>Leadership in European Companies</td>
<td>core</td>
<td>28</td>
<td>3</td>
<td>Reader</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>Strategic Management: A European Perspective</td>
<td>elective</td>
<td>28</td>
<td>3</td>
<td>Reader</td>
</tr>
<tr>
<td>Europe’s Business Environment: Rules, Reform, and Restructuring</td>
<td>elective</td>
<td>28</td>
<td>3</td>
<td>Reader</td>
</tr>
<tr>
<td>Global Managerial Communication</td>
<td>elective</td>
<td>28</td>
<td>3</td>
<td>Reader</td>
</tr>
<tr>
<td>International Entrepreneurship</td>
<td>elective</td>
<td>28</td>
<td>3</td>
<td>Reader</td>
</tr>
<tr>
<td>Investment Banking</td>
<td>elective</td>
<td>28</td>
<td>3</td>
<td>In class</td>
</tr>
<tr>
<td>German Language</td>
<td>optional</td>
<td>36</td>
<td>3</td>
<td>Reader</td>
</tr>
<tr>
<td>European Company Exploration</td>
<td>optional</td>
<td>14</td>
<td>2</td>
<td>In class</td>
</tr>
<tr>
<td>TOTAL (minimum/maximum)</td>
<td></td>
<td>152/258</td>
<td>16/27</td>
<td></td>
</tr>
</tbody>
</table>
COURSE CHOICE

<table>
<thead>
<tr>
<th>CORE courses</th>
<th>Core courses are compulsory</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELECTIVE courses</td>
<td>Select a minimum of 3 elective courses</td>
</tr>
<tr>
<td>OPTIONAL courses</td>
<td>Select optional courses - if desired</td>
</tr>
</tbody>
</table>

The ISP course planning makes it possible to attend all offered ISP courses if desired. Courses do not overlap.

After you have been 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.

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 characterized by high volatility, uncertainty, and constant change. Organizations which strive to be successful are dependent on a new type of leader and a distinct leadership behaviour which takes place at different, yet interrelated levels. First, on the individual level, effective leaders have to deal with their direct reports and make sure that these meet both their immediate goals and understand the long-term vision. On the team level, leaders have to manage groups of employees and take care of both their internal team processes and their external team productivity. Finally, on the company level, leaders have to provide direction to whole organizations. The course is structured around these different levels of analysis and strives to provide students with various concepts and techniques which help them to analyse, structure, and solve these leadership challenges and thereby develop their own leadership skills. [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 familiarize 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]

**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. [3 ECTS]

**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. [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.** A regular German language course will be offered concurrently with the business courses. 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. [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 of ISP (International Study Programme). The students will work on cases that are linked to these companies and markets. They will develop systems thinking skills for visualizing 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]

APPLICATION AND FURTHER INFORMATION

**Application**
Students must be nominated by the partner institution’s Study Abroad Office.

We must receive the exchange coordinator’s online nomination by:

<table>
<thead>
<tr>
<th>ISP Autumn 2019</th>
<th>ISP Spring 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 April</td>
<td>15 September</td>
</tr>
</tbody>
</table>

We must receive the student’s online enrolment by:

<table>
<thead>
<tr>
<th>ISP Autumn 2019</th>
<th>ISP Spring 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 May</td>
<td>30 September</td>
</tr>
</tbody>
</table>

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

**Housing**
ISP students can arrange accommodation on their own or can apply for housing arranged by the Housing Office by the designated application deadline.

**Housing costs**
- Non-refundable housing application and processing fee: CHF 250.- (required)
- Housing price per room: from CHF 550.- to 750.- or higher per month, depending on individual requirements
- Facility management fee: CHF 150.-- (non-refundable)
- Liability insurance: approx. CHF 30.-
Public transportation

- Bus: City of St.Gallen monthly pass:
  within the city limits → CHF 52.– (25 and younger) and CHF 69.– (over 25)
  city limit and closer area → CHF 59.– (25 and younger) and CHF 76.– (over 25)
- Train: Half-fare travel card: CHF 185.–. Half price on all Swiss Federal Railway fares (and
  many further travel expenses as postbus lines, shipping lines and most mountain railways).
  Valid one year, [www.sbb.ch](http://www.sbb.ch)

ISP CONTACTS

<table>
<thead>
<tr>
<th>Nomination/application:</th>
<th>Programme details:</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of St.Gallen</td>
<td>University of St.Gallen</td>
</tr>
<tr>
<td>Student Mobility</td>
<td>Mr Andreas Hieronymi, Executive Director ISP</td>
</tr>
<tr>
<td>Tellstrasse 2, CH-9000 St.Gallen</td>
<td>Tellstrasse 2, CH-9000 St.Gallen</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Phone: +41 71 224 23 39</td>
<td>Phone: +41 71 224 34 75</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:exchange@unisg.ch">exchange@unisg.ch</a></td>
<td>E-mail: <a href="mailto:isp-info@unisg.ch">isp-info@unisg.ch</a></td>
</tr>
<tr>
<td>Web: <a href="http://www.exchange.unisg.ch">www.exchange.unisg.ch</a></td>
<td>Web: <a href="http://www.isp.unisg.ch">www.isp.unisg.ch</a></td>
</tr>
</tbody>
</table>