



University of St.Gallen



*"From insight
to impact"* 

HSG: a portrait 2018/2019
Facts and figures

Overview

The University of St.Gallen (HSG)	4		
Vision & General Principles	6		
HSG Roadmap 2025	10		
The organisation of the University	12		
President's Board	12		
Schools and the ES-HSG	13		
ES-HSG with special tasks	13		
History	16		
The campus	18		
Teaching in a complex reality	20		
Student statistics	22		
Degree-course architecture	23		
Degree-courses	24		
Student satisfaction	26		
Swiss market shares	26		
HSG students and the labour market	27		
Executive education at the University	28		
Rankings	29		
Research for society	30		
Five schools	32		
Global Centers	33		
		Issue-related research – profile areas	34
		Strategic cooperation ventures	35
		Research platform Alexandria	36
		Handelsblatt Ranking	37
		“Little Green Bags” – research explained in simple terms	37
		Institutes and centers	38
		Start-ups	39
		Identity through community culture	40
		Student commitment	42
		Conferences and congresses	42
		Life-long ties	43
		Growing media presence	44
		Social networks	45
		Term of the month	45
		Internationalisation and regional roots	46
		International students	48
		International faculty	48
		Accreditations	48
		International network	49
		Partner universities	50
		Integration of English	51
		Public lectures	51
		Regional impact of HSG	52
		Number of staff	54
		Regional network	55
		Funding	56
		University Development	57
		How to reach us	58
		Map of the campus	60
		Publishing Information	61

This brochure contains various symbols. You can click these and will then receive further information.



information
in the internet



picture gallery



video

The University of St.Gallen (HSG)

Prof. Dr. Thomas Bieger, President



**Solutions for the economy
and for society since 1898.**

People from 80 nations shape a globally recognised place of research and learning here in St.Gallen.

Vision & General Principles



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.

1. Teaching in a complex reality

We offer talented and committed students a carefully calibrated range of courses at all degree levels from initial training to further education that satisfy the highest international standards and are recognised worldwide.

We challenge and encourage our students through educational excellence in an inspiring campus environment, transparent course structures and efficient administrative processes. Through the constant and innovative further development of our study programmes, we respond attentively to the developments and needs of both science as well as the global labour market.

We train our students to become entrepreneurs whose actions are informed by social responsibility, whose integrated thinking enables them to solve complex practical and academic problems in a structured manner and to communicate the results well, and who are able to harness social and cultural orientation skills.

2. Research for society

The working environment we provide at the University of St.Gallen (HSG) ensures that academics who are committed to undertaking scholarship and who are interested in interdisciplinary and transdisciplinary approaches find here a great place for research and reflection that, thanks to our unfettered commitment to academic freedom, enables them to conduct research at the highest level of excellence.

We encourage our employees' innovative entrepreneurial spirit through structuring our schools, institutes and study programmes in a way that helps in maintaining University's interests and facilitates the achievement of its objectives. In the interest of achieving these objectives, we support initiatives by researchers, teachers and students.

Our integration of economic, legal, social and cultural perspectives, as well as international affairs allows us to conduct research that makes significant contribution to solving current and future economic and social issues. Through this research, we are globally perceived as an opinion leader in our analyses of selected issues.

Vision & General Principles



3. Identity through community culture

We are committed to a culture of trust and cooperation between the students, academic staff, and the HSG administration based on mutual respect, flat hierarchies and a willingness to communicate in a non-bureaucratic manner. At the same time, we preserve a size that permits us to create our own clear profile, to pursue a sensible internal division of labour, and to enhance our position on the international academic market, while still allowing for personal encounters and simple structures.

We convey to our students the basic values of living and working collaboratively on the HSG campus by encouraging their extracurricular engagement alongside their education, and foster life-long ties between our graduates and the university with the active involvement of our alumni.

We pursue an active inclusion policy backed by the entire university when dealing with diversity. For this purpose, we ensure full equality of all members of the university regardless of their gender, religious and sexual orientation, social and ethnic origin, or their health needs and restrictions, with a focus on problem-solving approaches.

4. Internationalisation and regional roots

As a consequence of the global presence of our research, and the fact that we systematically enable both students and academic staff to gather study and research experience in foreign countries, the HSG makes its mark worldwide as a university that is highly attractive for students, teachers and researchers alike on an international scale.

We understand HSG's cultivation and reinforcement of its roots in the city and the canton to be a central feature of our university's identity. We therefore strengthen the region by increasing its international visibility and at the same time make ourselves available locally as a scientific and cultural resource. In this way, we safeguard St. Gallen as an educational location in the long term and contribute to the creation of economic and social value in the region.

As a state university, we are careful to create a secure financial framework that safeguards the development of our teaching and research quality. For this reason, besides our traditional cultivation of a sense of entrepreneurship, we develop financing models on the basis of which we can further open up and expand the range of our academic activities and strategic scope for development. In all this, we are fully aware of the special responsibility that, as a public institution, we bear for how we meet these challenges.

HSG Roadmap 2025

University

<p>1 Relevant to society</p> <p>We utilise and continually expand our knowledge and experience so that within our core fields of expertise we can take up a leadership position in finding solutions to socially-relevant problems.</p>	<p>2 Thinking and acting integratively</p> <p>We promote integrative thought in business and society through linking cultural, social, political, legal, and economic sciences.</p>	<p>3 Responsible and entrepreneurial</p> <p>We inspire people acting in an ethical and socially-responsible manner to participate innovatively in the further development of business and society.</p>	<p>4 Locally rooted and globally connected</p> <p>We have positioned ourselves as a globally-networked business university, which sets international standards in selected areas and at the same time creates real added value for the region.</p>
--	--	---	---

Core Activities

Teaching

Our holistic teaching sets world standards. We continue to perfect its quality through innovation.

Through our outstanding teaching we attract talented students and ensure their high marketability upon graduation.

Research

Thanks to our research, that combines academic practical relevance, measurable excellence with we create impact.

Our leading international researchers from research sets standards and attracts across the globe.

Executive Education

By offering market-oriented programmes we provide a long-term added value for our students at all stages of life.

Our executive education programmes integrate theory with practice and set global standards in terms of relevance and approach.

Services

Quality

a Continuous quality development

We support internal stakeholders in continuous improvement and engage with external organisations to enhance quality and make it more visible.

Campus

b Inspiring infrastructure

We offer infrastructure that inspires and facilitates attaining set objectives. By this we create added value in fostering personal encounters in the digital age.

Funding

c Public and private

We complement public funding with entrepreneurial engagement, sponsorship and donations while preserving academic freedom.

IT

d Digital and productive

We take advantage of digitisation's potential in order to support innovative research and teaching models and optimise our efficiency through the effective use of ICTs.

Personnel

e Employer of choice

We are recognised and sought after as an employer of choice with a work culture that values professional expertise, personal engagement, and team work.

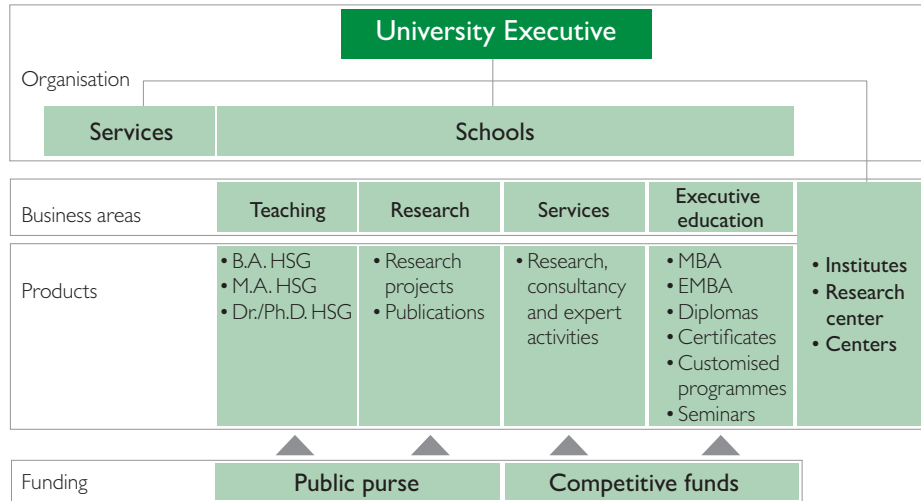
Knowledge

f Integrated knowledge transfer

We provide internal and external information to our stakeholders in an innovative way.

The University of St.Gallen (HSG)

The organisation of the University



Organisation of the University

President's Board

The University of St.Gallen (HSG) is directed by the President's Board. President is Prof. Dr. Thomas Bieger. Vice-Presidents are Prof. Dr. Ulrike Landfester (External Relations), Prof. Dr. Lukas Gschwend (Studies & Academic Affairs) and Prof. Dr. Kuno Schedler (Research & Faculty).

Further members of the President's Board are Dr. Bruno Hensler (Executive Director), Hildegard Kölliker (General Counsel), Dr. Marc Meyer (Dean of Studies & Academic Affairs), Dr. Monika Kurath (Dean of Research & Faculty), Dr. Peter Lindstrom (Dean of External Relations), and Marius Hasenböhler-Backes (Director of Communication).

Schools and the ES-HSG

HSG consists of the following schools: the School of Management, the School of Finance, the School of Economics and Political Science, the Law School and the School of Humanities and Social Sciences (figure on page 14/15).

The schools ensure the fundamental mission in teaching, research and executive education. Besides the schools, the institutes, research centers and centers have an important and strong function at HSG. They work in research and executive education and provide services in research, consultancy and expert opinions.

ES-HSG: an institute with a special focus

Executive education is offered by the Executive School of Management, Technology and Law (ES-HSG), the so-called "Sixth School", and by the institutes. The ES-HSG has been conceptualised as an institute with special tasks for the University as a whole. Its executive education programmes are intended to contribute to the good reputation of HSG within and outside the German-speaking world, and to the University's overall budget.

The University of St.Gallen (HSG)

	President					
	SoM-HSG School of Management	SoF-HSG School of Finance	SEPS-HSG School of Economics and Political Science	LS-HSG Law School	SHSS-HSG School of Humanities and Social Sciences	ES-HSG Executive School of Management, Technology and Law
	Prof. Dr. Dietmar Grichnik	Prof. Dr. Manuel Ammann	Prof. James W. Davis, Ph.D.	Prof. Dr. Markus Müller-Chen	Prof. Dr. Yvette Sánchez	Prof. Winfried Ruigrok, Ph.D.
Bachelor's programmes	<ul style="list-style-type: none"> Major in Business Administration (BWL) 		<ul style="list-style-type: none"> Major in Economics (VWL) Major in International Affairs (BIA) 	<ul style="list-style-type: none"> Major in Law (BLaw) Major in Law and Economics (BLE) 		
Master's programmes	<ul style="list-style-type: none"> Business Innovation (MBI) Marketing, Service and Communication Management (MSC) Accounting and Finance (MAccFin) Strategy and International Management (SIM) Business Management (MUG) Organization Studies and Cultural Theory (MOK)* 	<ul style="list-style-type: none"> Banking and Finance (MBF) 	<ul style="list-style-type: none"> Economics (MEcon) Quantitative Economics and Finance (MiQE/F) International Affairs and Governance (MIA) 	<ul style="list-style-type: none"> International Law (MIL) Law (MLaw) Law and Economics (MLE) 	<ul style="list-style-type: none"> Organization Studies and Cultural Theory (MOK)* 	<ul style="list-style-type: none"> Master of Business Administration Executive MBA in General Management International Executive MBA Global Executive MBA in General Management Executive Master in Business Law for Manager Executive Master of Business Engineering Executive Master in Financial Services and Insurance Executive Master of European and International Business Law
Doctoral programmes	<ul style="list-style-type: none"> Management (PMA) with specialisations in <ul style="list-style-type: none"> Accounting Business Innovation General Management Marketing 	<ul style="list-style-type: none"> Finance (PiF) 	<ul style="list-style-type: none"> Economics and Finance (PEF) International Affairs and Political Economy (DIA) 	<ul style="list-style-type: none"> Law (DLS) 	<ul style="list-style-type: none"> Organization Studies and Cultural Theory (DOK) 	
Global Centers	<ul style="list-style-type: none"> Global Center for Customer Insight (GCCI) Global Center for Entrepreneurship and Innovation (GCE&I) 					
Profile areas		<ul style="list-style-type: none"> System-wide Risk in the Financial System 			<ul style="list-style-type: none"> Transcultural Workspaces 	

* The MOK is a programme jointly run by the SoM-HSG and SHSS-HSG, with the SoM-HSG being in overall charge.



History



1898
Establishment of the University of St.Gallen as a "Commercial Academy".
Rental of the west wing of the Cantonal School



1911
Renamed "Graduate School of Commerce" and occupation of the new building in Notkerstrasse 20

1938
HSG is granted the right to issue doctor's degrees



1963
Relocation to the Rosenberg site and renamed St.Gallen Graduate School (HSG)



1968
HSG is Switzerland's first institute of tertiary education to open an executive education section



1986
Canton of St.Gallen becomes HSG's sole funder

1989
Inauguration of the Library Building



1995
Inauguration of the new Convention and Executive Education Center (WBZ) on Holzweid

Renamed University of St.Gallen (HSG)



2001
Integral introduction of the Bologna reforms

2005
Establishment of the Executive School of Management, Technology and Law (ES-HSG)



2006
Introduction of transinstitutional cooperation centers (HSG Centers)



2008
Extension to the Executive Education Center (WBZ) and a new building with 54 hotel rooms



2011
Update of the designation "University of St.Gallen – School of Management, Economics, Law, Social Sciences and International Affairs (HSG)"

Inauguration of the renovated and extended HSG buildings



2013
Tellstrasse 2: Acquired by HSG Foundation. Rooms for teaching and research close to the central train station and with it a location in the city



2017
Inauguration of the new teaching and research buildings at Müller-Friedberg-Strasse 6/8



The University of St.Gallen (HSG)

The campus

The compact campus, short distances and a modern infrastructure support students in their learning efforts and in their everyday life at the University.

Library

The Library continues with its policy of digitalisation that it has already been pursuing for years: in addition to the more than 547,000 printed books/journal volumes and 3,800 non-books (DVDs, audio-books, CDs) and the 880 print journals, it provides access to over 165,000 e-books and 46,000 e-journals.

The Library is in particular demand as a place for learning: 550 workstations are on offer, of which eight are reserved for doctoral students and 30 for students working on their Master's thesis. The Library is a public library and makes its collections, workstations and services available to the general public free of charge.



Library

Sport

Unisport offers students and staff of the University a wide range of sports. About 3,000 participants in the weekly training sessions in HSG Sports Hall – excluding participants in external sports facilities – prove that exercise and sports are accorded a high value on campus. About 250 weekly hours in more than 70 sports are evidence of the wide range of sports on offer.

Football, tennis, basketball, floorball and volleyball tournaments are as popular among students as day trips and camps. Participation in national and international university tournaments does not only ensure athletic challenges but results in interesting contacts above and beyond the world of sports.



Unisport

Art and architecture

HSG is not only an institute of education but also a well-regarded place of art. Its works of art are integrated in the architecture and everyday student life. Thus almost all the works were specially made by the artists for their respective locations rather than placed there at a later stage. This creates a dialogue between culture and architecture that pervades all the buildings.

On campus, 49 works of art are waiting to be discovered.

In the Main Building, which is regarded as an important example of the 1960s, art provides a counterpart to architecture. In the Library Building of 1989, works of art complement the diversity of architectural forms in a narrative way. Since the renovation in 2011, another 14 works of art have been added to the Main Building, the Mensa, the Sports Hall and the Executive Campus HSG.

On the University's Tellstrasse premises, up-and-coming artists from various cultural spheres of all five continents are provided with a platform for placing themselves and their skills at the centre of public attention.



Picture gallery,
works of art

Teaching in a complex reality

Lukas Knecht, Student in Business Administration



Prepared for the future.

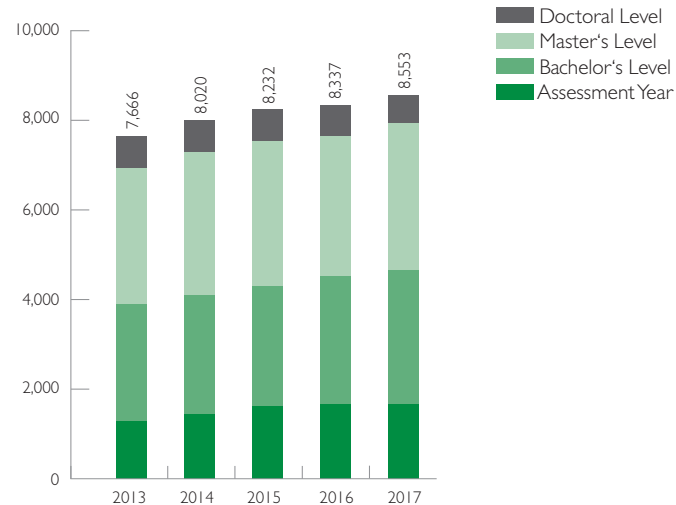
At the University of St.Gallen, one of Europe's leading business universities, you are encouraged to achieve academic excellence and further your personal development, thus creating the best preconditions for a successful future.

Teaching in a complex reality

Student statistics

From 2013 to autumn semester 2017, the number of students at HSG rose from 7,666 to 8,553. In 2017, 45 per cent of all Master's students at HSG held a Bachelor's degree from another university. The proportion of women at HSG continues to grow. In autumn semester 2017, a total of 2,995 women were studying at HSG, which is tantamount to a share of 35 per cent of the total number of students. Thus the women's share in the Assessment Year is 34 per cent, at the Bachelor's Level 35 per cent, at the Master's Level 35 per cent, and at the Doctoral Level 37 per cent.

One in three of our students are women.

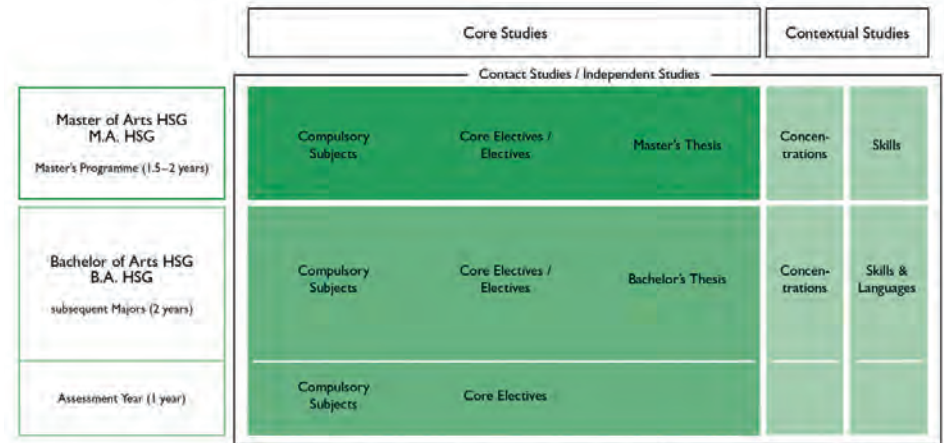


Student statistics, 2013-2017, additional certification programmes are included in Master's Level statistics



Detailed matriculation statistics for 2016

Degree-course architecture



The course architecture of the University of St.Gallen

Undergraduate studies consist of the Assessment Year and Bachelor's studies and lead to the first academic degree. More specialised studies at the Master's Level provide graduates with a clear academic profile.

The curriculum of undergraduate and Master's degree programmes consists of two main components: Core Studies and Contextual Studies. With this model, HSG encourages graduates to develop intellectual skills, an integrative view, flexibility, responsibility and intercultural qualifications.

Teaching in a complex reality

Studies

Bachelor's degrees

Business Administration (BWL)	E/G
Economics (VWL)	E/G
International Affairs (BIA)	E/G
Law (BLaw)	G
Law and Economics (BLE)	G

Languages

Quantitative Economics and Finance (MiQE/F)	E
International Affairs and Governance (MIA)	E/G
International Law (MIL)	E
Law (MLaw)	G
Law and Economics (MLE)	G

Master's degrees

Business Innovation (MBI)	G
Marketing, Services and Communication Management (MSC)	E/G
Accounting and Finance (MAccFin)	E/G
Strategy and International Management (SIM)	E
Business Management (MUG)	G
Management, Organization Studies and Cultural Theory (MOK)	G
Banking and Finance (MBF)	E
Economics (MEcon)	E/G

Ph.D. degrees

Management (PMA) with specialisations in	
Accounting	E
Business Innovation	G
General Management	E
Marketing	G
Finance (PiF)	E
Economics and Finance (PEF)	E
International Affairs and Political Economy (DIA)	E/G
Law (DLS)	G
Organization Studies and Cultural Theory (DOK)	E/G



Teaching in a complex reality

Student satisfaction

	2013	2014	2015	2016	2017
Learning success					
B.A. graduates	74 %	73 %	72 %	75 %	73 %
M.A. graduates	81 %	74 %	80 %	83 %	88 %
Doctoral students	83 %	78 %	77 %	87 %	85 %
Overall satisfaction					
B.A. graduates	86 %	84 %	88 %	83 %	86 %
M.A. graduates	88 %	88 %	90 %	88 %	87 %
Doctoral students	78 %	76 %	85 %	85 %	86 %

Student self-assessment: proportion of positive assessments, 2013-2017

A high level of the graduates are satisfied with their studies and with the overall quality at HSG.

Swiss market shares

	2012	2013	2014	2015	2016
Bachelor's/Master's degrees					
Economic sciences	36 %	38 %	38 %	37 %	38 %
Legal sciences	6 %	5 %	5 %	5 %	5 %
Political sciences	16 %	14 %	15 %	15 %	16 %
Ph.D. degrees					
Economic sciences	59 %	62 %	55 %	56 %	56 %
Legal sciences	8 %	6 %	9 %	6 %	12 %
Political sciences	9 %	7 %	9 %	11 %	8 %

Swiss market shares of HSG degrees, 2012-2016 (current survey of 2016)

HSG students and the labour market

When HSG students take up their studies, they become entrepreneurs in their own right. They plan and shape their studies themselves, which requires a high degree of personal initiative.

Practical experience

74 per cent of the HSG Bachelor's graduates and 90 per cent of the HSG Master's graduates had more than six months of professional experience at the time of their graduation.

More than 90 per cent of the Master's graduates had a fixed job at the time of their graduation.

Job hunting

74 per cent of the HSG Bachelor's graduates and 91 per cent of the HSG Master's graduates already have a regular job at the time of their graduation and are able to choose from among an average of 2.0 (B.A.) and 2.1 (M.A.) job offers.

Recruiting firms

In 2017, more than 520 national and international companies from various industries advertised about 2,350 jobs at HSG. About 80 companies from the Appenzell AR – St.Gallen – Lake Constance region.



Career platform
hsgcareer

Teaching in a complex reality

Executive education at the University

The University of St.Gallen believes that executive education is one of its central tasks besides offering degrees and research. Executive education courses are invariably characterised by practical relevance and topicality, without neglecting the theoretical basis. Today, HSG generates a turnover of CHF 47.8m with its executive education. The providers of executive education are the institutes and the Executive School of Management, Technology and Law (ES-HSG).

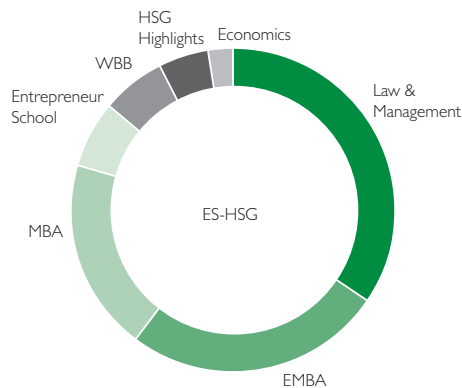
Institutes

HSG institutes organise executive education courses in their respective specialist fields for regional, national and international target groups. The range of diploma and certificate programmes and seminars covers requirements in the areas of economics, management, law, humanities and political science.

Executive School of Management, Technology and Law (ES-HSG)

The Executive School of Management, Technology and Law (ES-HSG) was set up in 2005. Its English-language programmes and its partnerships with various institutions abroad contribute towards HSG's

internationality: 41.6 per cent of all students of the ES-HSG are foreign nationals. Besides offering its own open and customised executive education programmes, the ES-HSG serves outsiders as a portal for the entire executive education range of the University of St.Gallen.



Number of participants in executive education, 2017, total 1230, excl. in-house programmes in programme units Custom and Law & Management



Overview
Executive
education

Rankings

Two rankings are of central importance to HSG. The Financial Times Ranking and the CHE Ranking are internationally significant and correspond to the University's range of activities in teaching and executive education. In the Financial Times, the University defended its top ten placement in the Financial Times European Business School Ranking which aggregates four individual business school programmes. In the CHE Ranking, HSG has maintained its position in the top group of the European schools.

In 2017 HSG defended its top ten position.

Financial Times Ranking	2013	2014	2015	2016	2017
European Business School Ranking	7.	6.	4.	5.	4.
Master in Management	1. (SIM) / 7. (CEMS)	1. (SIM) / 5. (CEMS)	1. (SIM) / 4. (CEMS)	1. (SIM)	1. (SIM)
Master in Finance	10.	6.	9.	7.	9.
Executive Education	14.	15.	15.	17.	16.
Executive MBA	24.	24.	22.	21.	19.
Full-Time MBA	30.	23.	20.	25.	22.

Ranking results for degree programmes and executive education of the Financial Times Ranking, 2013-2017. The European positions are indicated. Since 2016, only universities programmes have been listed in category Master in Management.



Financial Times
Ranking

CHE Ranking	2005	2008	2009	2011	2014
Management	Top group	Top group	n. a.	Top group	Top group
Economics	Top group	Top group	n. a.	Top group	Top group
International Affairs	n. a.	Top group	n. a.	Top group	n. a.
Legal Sciences	Top group	n. a.	n. a.	n. a.	n. a.

Ranking results for degree programmes and executive education of the CHE Ranking, 2005-2014. The Ranking of the Center for Higher Education (CHE) makes a distinction between top, middle and bottom group.



CHE Ranking

Research for society

Prof. Dr. Melinda Florina Lohmann, Assistant Professor of Business Law, with special emphasis on Information Law



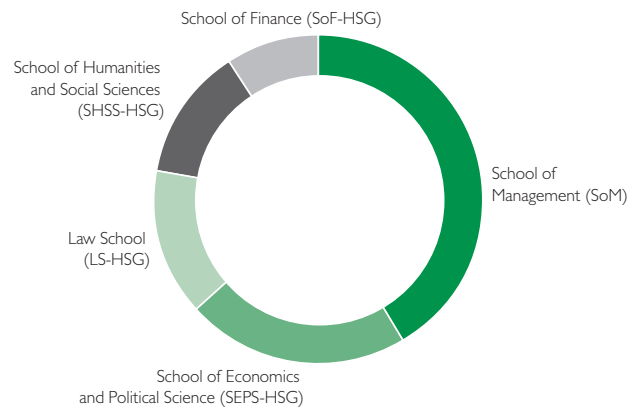
Insights for society.

The focus of HSG research is on the expansion of scientific insight. With about 43,000 publications, the University creates added value for society.

Research for society

Five schools

The schools (School of Management, School of Finance, School of Economics and Political Science, Law School und School of Humanities and Social Sciences) employ 97 full professors (as at 31 December 2017).



Distribution of HSG full professors among the five schools. Data in full-time jobs, 2017

Additionally, the University of St.Gallen employs 80 assistant professors, and 30 permanent lecturers.

Global centers

“Strengthening strengths” is the principle that the University of St.Gallen follows in order to continue being perceived world-wide as one of Europe’s leading business universities, and to advance to a top position in global research in selected fields.

Global Center for Customer Insight (GCCl)

Novel and relevant insights into customers’ thinking and behaviour are of crucial significance for companies in order for them to conduct marketing campaigns successfully in tomorrow’s market. On the basis of the achievements and findings of the Institute for Customer Insight (ICI-HSG), the Global Center is intended to become a place of globally recognised thought leadership in the field of research into purchasing decisions and purchaser behaviour. The ICI-HSG is already one of Europe’s strongest research institutions and has extremely good contacts with practice, including ABB, Audi, BMW, Bühler, Hilti, Lufthansa, Die Post and Schindler. The research gamut ranges from behavioural branding, design and product development to brand and emotion, market research and data modelling.

Global Center for Entrepreneurship and Innovation (GCE&I)

The professors of the Global Center exercise a substantial influence in their respective research fields of innovation, start-ups and young companies, as well as family businesses. They have established cooperation ventures that span many years with firms like Audi, BASF, Bosch, Bühler, Daimler, SAP and Swisscom. The findings from the research projects with these partners are also made accessible to regional SMEs through working groups. Furthermore, additional benefit for the region is generated through numerous start-ups and spin-offs. The HSG Founder Lab with the Founders’ Garage has a great impact on the start-up culture on the University campus and in the region.

Issue-related research – profile areas

The profile areas combine fields of expertise within one or multiple disciplines. These areas cover relevant fields in which the respective schools assume a leading role.

School of Finance

System-wide Risk in the Financial System

System-wide Risk in the Financial System is the joint, overriding research topic in this profile area and the central link between the various research fields in the School of Finance. The financial crisis has shown that knowledge about the systemic properties and risks of the financial system is still incomplete. Even if certain areas of finance can be described as highly advanced and mature, the interactions between the various areas and their impact on the system as a whole have not been sufficiently explored.

School of Humanities and Social Sciences

Transcultural Workspaces

The two research alliances “Transformation of the World of Work” and “Interculturality” have been developed into a hub of about a dozen professors from all five Schools, who engage in distinctly transdisciplinary cooperation to examine culture-sensitive aspects in internationally and interregionally operating companies.

Strategic cooperation ventures

Besides basic research, HSG has always conducted practice-related research. This can be found in the strategic cooperation ventures with reputable partners in the world of business. These cooperative ventures offer both young and experienced academics attractive research conditions in the sense of a direct transfer of knowledge.

SBB Lab, since 2010

Cooperation with the Swiss Federal Railways (SBB); deals with issues of transport services, particularly the challenges of the service and transport management between government and the market with a focus on railways.

BMW Group, since 2011

Cooperation with BMW is occupied with questions regarding the “Customers/Premium/Marketing” field of research. This cooperation venture aims to inject the latest findings of research and science into various areas of marketing and product design.

Bosch Lab, since 2012

Cooperation with Bosch; is intended to find and test business models in the “Internet of Things and Services” (IoTS). In addition, HSG and Bosch work on the development of internet-based products and services.

Hilti Lab, since 2013

Cooperation with Hilti; develops new controlling systems and management models. Findings from behavioural science are used to further develop management and controlling systems.



Research for society

Research platform Alexandria

With the research platform Alexandria, HSG has pursued the aim of granting free access to as many HSG research results as possible since 2004.

About 43,000 publications on research results of HSG are accessible at alexandria.unisg.ch.

However, Alexandria does not only serve as an archive for publications but also offers researchers and anyone else who is interested numerous additional services: reports on on-going research projects, personal profiles of academics and the latest research news and statistics. Working papers, newspaper articles and contributions to debates through Alexandria also furnish insights into current research projects. In 2017, the platform comprised about 43,000 publications. 30 per cent of these publications are openly accessible on the platform.



Research platform Alexandria

	2013	2014	2015	2016	2017
New publications	1,242	1,368	1,079	1,268	1,318

Number of new publications on Alexandria, 2013-2017

Handelsblatt Ranking

In the first Handelsblatt Ranking in Business Administration 2009, the University of St.Gallen ranked second among universities in German-speaking Europe. In 2012 and 2014 consecutively, HSG was ranked number one, followed by the University of Zurich and the TU Munich. In 2011, 2013 and 2015 the Handelsblatt ranked research in economics at universities of German-speaking Europe. HSG occupied 9th place. 1st place was occupied by the University of Zurich.

Handelsblatt Research Ranking	2012	2013	2014	2015	2017
Research in Economics	1.	n.a.	1.	n.a.	n.a.
Research in Management	n.a.	10.	n.a.	11.	9.

Research ranking results of the Handelsblatt Ranking, 2012-2017. In 2016 the Handelsblatt didn't publish a ranking.



Handelsblatt Ranking, Business Administration



Handelsblatt Ranking, Economics

“Little Green Bags” – research explained in simple terms

The HSG video series “Little Green Bags” puts complex concepts in a nutshell; sustainability, corporate responsibility and entrepreneurship are just a few of the topics covered in these short videos. With this video series HSG experts have set themselves the goal of stimulating an exchange between research, trade and industry, and the general public by making complex academic matters accessible to a wide audience. Based on the “Brown Bag Lunches” seminars the video series “Little Green Bags” offers digital nibbles of knowledge. The video series is being funded through the Agora fund by the Swiss National Science Foundation.



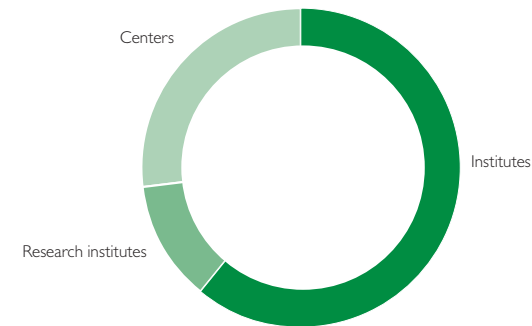
Little Green Bags

Research for society

Institutes and centers

HSG is characterised to a significant extent by its 41 institutes, research institutes and centers. The institutes, whose organisation is largely autonomous, are self-financing but are closely involved in the work of the University. They are particularly active in the fields of research, executive education and services. They advise private enterprises and government offices. On this basis, the institutes, research institutes and centers make a substantial contribution towards HSG's self-funding rate of approx. 50 per cent.

The 41 institutes, research institutes and centers are largely organised along autonomous and entrepreneurial lines.



Entrepreneurial units at HSG



Institutes in the internet

Start-ups

Through Startup@HSG, the University of St.Gallen sensitises, encourages and supports HSG members in the preparation and implementation of start-up projects with an extensive range of various promotion instruments. Startup@HSG is part of the Center for Entrepreneurship. In 2017, the number of start-up consultations was more than 400.

Since 2011, HSG Founders' Garage has been taking place on campus on an annual basis. Since 2015, the themed days have been distributed throughout the academic year in order to achieve optimal sensitisation for entrepreneurship and its promotion. On these themed days, academics, start-up experts, prospective founders and young entrepreneurs exchange ideas. Guests also include investors and social entrepreneurs.

In 2018, Valentin Stalf, a representative of "N26", a direct bank that is specialised in account management via smartphone and in «real-time banking», was elected HSG Founder of the Year. The prize of the Werner Jackstädt Foundation is annually awarded to innovative and sustainable HSG entrepreneurs.

Spin-Offs

People who have successfully founded a company or have been working on a specific start-up project for a minimum of twelve months can apply for the spin-off label of the University of St.Gallen. Requirements include the stipulation that at least one of the founders is connected to the University of St.Gallen (HSG) and that a transfer of knowledge has taken place from studies, research or work. The label was launched in summer 2017. By now, 114 enterprises have been certified with the spin-off label.



Entrepreneurship at the HSG

Identity through community culture

Yannik Marc Breitenstein, President of the Student Union 2018/2019



Committed on and off the campus.

The Student Union supports the student commitment in one of the University's 120 associations. Furthermore, the Student Union acts as driver of innovative ideas and delivers those to the university field in a proactive way.

Identity through community culture

Student commitment

Half of our students are actively involved in one of the 120 associations and initiatives.

Besides conveying purely specialised knowledge to the students, HSG takes responsibility to nurture students' personal development. The core idea of HSG's education system was designed within the framework of the Bologna reform. Helping students develop a sense of personal responsibility is one of the core ideals.

True to the motto "One day we'll leave the university we have helped to shape", about half of all HSG students participate actively in one of the 120 associations and initiatives. Almost half of all Bachelor's and Master's students has been involved in such activities despite the challenging studies, the best example for that being the St.Gallen Symposium (ISC), which has been organised by students since 1969.

	2013	2014	2015	2016	2017
Bachelor's Level	57 %	52 %	55 %	52 %	55 %
Master's Level	42 %	40 %	39 %	41 %	43 %
Doctoral Level	29 %	26 %	26 %	32 %	27 %

Involvement in a student organisation of HSG, 2013-2017

Conferences and congresses

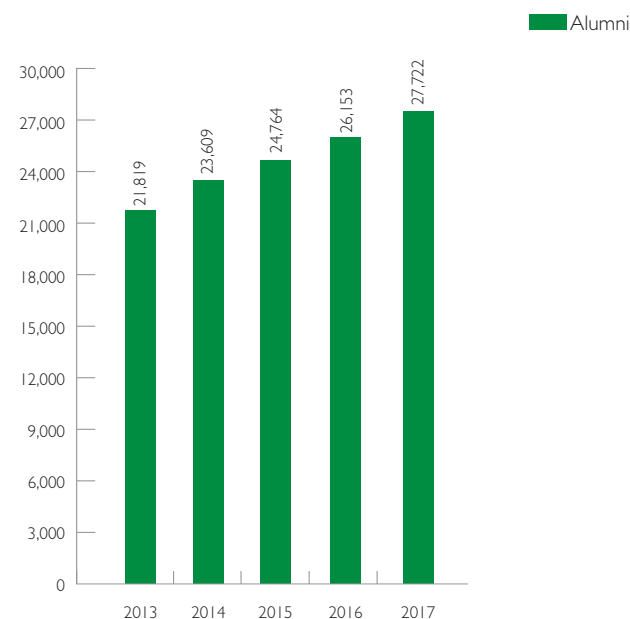
Every year, several events such as the St.Gallen Symposium (ISC), the World Ageing & Demographic Congress and the "EcoOst – the Symposium" take place on the campus.

The University of St.Gallen is not only an educational institution and a venue for events. It organises several conferences and congresses on a wide variety of topics such as management, energy, IT, law, logistics and corporate leadership every year.

Life-long ties

HSG Alumni is the official alumni organisation of the University of St.Gallen. Since 2013, the number of HSG alumni has risen from 21,819 to 27,722. In the same period of time, the number of regional Alumni Clubs has risen from 140 to 188. Today, there are HSG Alumni Clubs on five continents.

HSG Alumni is regarded as one of Europe's largest and most professional alumni organisations. HSG Alumni's vision reads: "Creating benefit, networking and funding."



Development, Alumni members, 2013-2017



Associations at the HSG



Conferences & congresses venue



HSG Alumni

Identity through community culture

Growing media presence

The University is referred to in the media 36 times a day – including 11 times in leading international media.

The activities of the University of St.Gallen have an impact both within and beyond the regional borders. Since 2008, HSG's media presence has increased significantly, both in Switzerland and abroad, particularly in Germany, Austria, the UK, Singapore and Brazil. In 2017, over 4,200 media articles related to HSG were launched directly in these markets. This has also been the case because of increased support by faculty and researchers, and as a consequence of new services and an increased output for regional, national and international media representatives.

	2013	2014	2015	2016	2017
National media presence					
Articles, total	10,695	9,573	9,862	9,987	8,952
of which outside the St.Gallen agglomeration	9,818	8,385	9,199	9,359	8,359
International media presence					
in Germany, Austria, UK, Singapore & Brazil	782	1,213	2,783	4,789	4,286

National and international media presence, University of St.Gallen, 2013-2017, Argus, APA, Genios&LandauMedia, Gorkana, Grayling. Since 2015, all media articles relating to HSG have been measured in international markets rather than only those which were launched directly.

Social networks

Since 2011, the University of St.Gallen has been also communicated with its various stakeholders using social networks such as Facebook, Twitter and Youtube. Since spring 2014, HSG has also been present on the bookmarking service Pinterest, in the photo network Flickr and in the professional network LinkedIn. In December 2016, HSG expanded its channels by joining Instagram. HSG's website, www.unisg.ch, was visited by approx. 1.4 million internet users in 2017.

	2013	2014	2015	2016	2017
Website visitors	1,340,805	2,600,540	2,272,204	1,897,008	1,447,316
Facebook fans	24,052	28,758	35,197	44,113	51,633
Twitter follower	3,654	5,733	7,865	9,724	11,362
Youtube views	312,837	672,973	1,281,570	1,794,401	2,138,394
Pinterest follower	n.a.	172	338	359	371
LinkedIn follower	n.a.	24,013	30,686	38,352	47,617
Flickr views	n.a.	4,818	16,084	24,467	27,967
Instagram follower	n.a.	n.a.	n.a.	611	2,976

Development of the website and Social Media channels, 2013-2017. In 2016, website and the tracking method have been revised. In 2017 another revision of the tracking method took place. The number of website visitors can therefore not be compared with the previous years.

Term of the month

There are terms that are only used at universities. To provide people with some bearings in the landscape of university terminology, HSG will present a term once a month and explain how it is used at the University of St.Gallen.

The terms will be included in a glossary, which students, members of staff and everyone who is interested in campus life can use as a work of reference.



Social networks



Term of the month

Internationalisation and regional roots

Yao Ma, Student in Banking and Finance



Internationality in practice.

The University of St.Gallen is an international place of thought leadership which broadens horizons and establishes links to a wide variety of countries and foreign cultures.

Internationalisation and regional roots

International students

In today's global economic and educational world, specialist qualifications must be complemented by an understanding of other cultures.

All in all, students from more than 80 nations are matriculated at HSG.

With a high degree of cultural diversity on its Campus, HSG enables students to already experience internationality in their everyday university life. To be able to ensure a good numerical balance between Swiss and foreign students, the proportion of foreign students has been limited to a maximum of 25 per cent.

International faculty

52 per cent of HSG's faculty are of foreign origin.

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. 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.



International network

The University of St.Gallen maintains existing partnerships with and is a member of the following organisations:

- CEMS – The Global Alliance in Management Education,
- PIM – Partnership in International Management,
- APSIA – Association of Professional Schools of International Affairs
- GBSN – Global Business School Network
- GRLI – Globally Responsible Leadership Initiative
- PRME – United Nations Global Compact



HSG network
in the Internet

In addition, HSG encourages student exchange with other universities. Currently, the following double Master's degrees are possible:

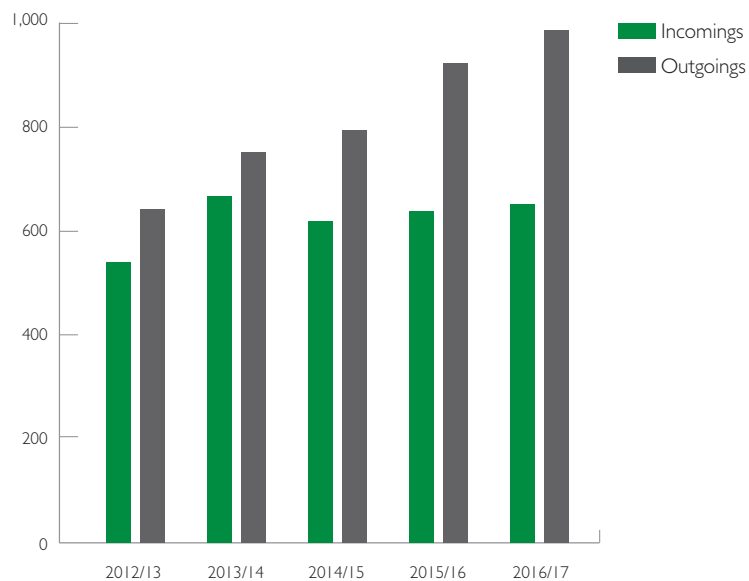
- CEMS Alliance
- ESADE, Barcelona, Spain
- Fletcher School, Tufts University, Boston, USA
- Fundação Getulio Vargas, São Paulo, Brazil
- HEC School of Management, Paris, France
- Institut d'Etudes Politiques (Sciences Po), Paris, France
- INCAE Business School, Costa Rica
- Nanyang Technical University, Singapore
- RSM Erasmus University, Rotterdam, The Netherlands
- Stockholm School of Economics, Sweden
- Università Commerciale Luigi Bocconi, Milan, Italy
- Yonsei Graduate School of International Studies, Seoul, Korea
- Universidad de los Andes in Bogotá, Columbia

Internationalisation and regional roots

Partner universities

HSG has extended its partner university network in the last few years. Thus in 2017, the number of partner universities at home and abroad amounted to about 200. In 2016/2017, HSG welcomed 652 visiting students who spent one semester at the University. In 2012/2013, the number of visiting students was only 539. Over the same period of time, the number of HSG students spending an exchange semester at a partner university has increased from 638 to about 987 today. 54 per cent of undergraduates and 48 per cent of Master's students spend at least one semester abroad.

Almost half of all students spend at least one semester abroad.



Development of incoming and outgoing students at HSG, 2012/2013-2016/2017



Our exchange programmes

Integration of English

Besides German as the official and cultural language, English is increasingly being integrated into the University as a business language with the aim of enabling our students to become bilingual.

- Assessment Year: English-language Track available
- Bachelor's Level: 3 bilingual programmes
- Master's Level: 8 English-language programmes
- Doctoral Level: 6 English-language programmes
- Executive education: 27 English-language programmes

Public lectures

The University of St.Gallen has been offering public lecture series ever since its establishment in 1898. During the autumn and spring semesters 2016/2017, some 4,000 people attended 76 lectures. In 2004, Switzerland's first Children's University was inaugurated. The four lectures in 2017 were attended by about 2,200 children from St.Gallen and surroundings.



Public lectures

Internationalisation and regional roots

Regional impact of HSG

The regional relations of the University of St.Gallen for the year 2015 were examined with regard to their impact on the regional economy, the exchange of knowledge, university and executive education, as well as the cultural and social life of the St.Gallen region.

In 2015, the Canton invested CHF 44.6m in the University. The value created by HSG for the region accounted for five times that amount.

Effects on the regional economy

Effects on the regional economy		Public contributions	
Overall budget	CHF 225m	Canton of St.Gallen	CHF 44.6m.
Self-funding	50%	Confederation	CHF 31.0m
Value creation, region of St.Gallen	CHF 237m	Other cantons	CHF 37.1m
Value creation, region of St.Gallen per inhabitant	CHF 820		

Effects on the regional economy in figures, 2015

Regional value creation provides information about the increase in value in the region generated by the University of St.Gallen, its students, and by the participants in executive education courses. In 2015, these actors together spent some CHF 470m. The University made a contribution to value creation and thus to the regional aggregate income of the Appenzell AR – St.Gallen – Lake Constance region in the amount of CHF 237m or CHF 820 per capita.

The overall budget of the University of St.Gallen for 2015 amounted to CHF 225m, about CHF 44.6m (19.9 per cent) of which came from the Canton of St.Gallen.

Exchange of knowledge

HSG initiates and supports the knowledge exchange at various levels. The offer is aimed not only at students and regional businesses but also at the general public. Furthermore, University members participate in the social life of the region.

HSG's faculty members inject their specialist knowledge into 260 firms and foundations, where they are involved in leading positions, predominantly as members of a board of directors. 41 per cent (117 out of 284) of faculty members' board memberships are in companies and foundations located in the Appenzell AR – St.Gallen – Lake Constance region.

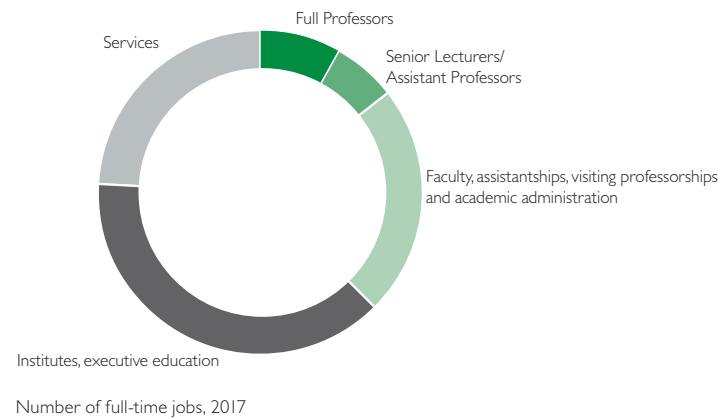
Internationalisation and regional roots



HSG as an employer

Number of staff

With 3,133 employees, which is tantamount to 1051.7 full-time jobs, HSG is among the ten biggest employers in the Canton St.Gallen. 64 per cent of employees live in the region. In addition, the University employs twelve trainees in five professions.



Regional network

The University of St.Gallen is closely linked with local and regional partners:

- benevol St.Gallen
- IHK – Industrie- und Handelskammer St.Gallen-Appenzell
- Internationale Bodensee-Hochschule (IBH)
- IT St.Gallen rockt!
- Kantonaler Gewerbeverband St.Gallen (KGV)
- Quartierverein Nordost-Heiligkreuz
- Quartierverein Rotmonten
- REGIO Appenzell AR – St.Gallen – Bodensee
- Rosenberg Quartierverein
- Startfeld - Innovationsnetzwerk in der Region St.GallenBodensee
- St.GallenBodenseeArea
- St.Gallen-Bodensee Tourismus
- Textilland Ostschweiz
- Wirtschaft Region St.Gallen WISG



Internationalisation and regional roots

Funding

Between 2013 and 2017, the University's consolidated income rose by 12.97 per cent to CHF 239.5m. Measured against the yardstick of consolidated income, the contribution made by the Canton of St.Gallen decreased to 20.54 per cent.

Comparison in million CHF and per cent

	2013	2014	2015	2016	2017
Consolidated income, HSG	212.0	220.6	224.8	231,6	239,5
Contribution, Canton	50.9	45.2	44.6	49.2	49.2
Contribution, Canton, in %	24.02	20.51	19.85	21.24	20.54

Consolidated income of HSG and contribution by the Canton St.Gallen, 2013-2017

Since 2016, the University has been permitted to generate equity. Thus the difference between the consolidated income and the consolidated expenditure reveals the annual profit.

The contribution by the public purse per student decreased to CHF 14,222. It did not yet return to the benchmark of 2005 (CHF 16,693). If adjusted for inflation, this amount would have to run to approximately CHF 19,300 per student. The funding from the Canton of St.Gallen is again under the levels of 2005.

	2005	2014	2015	2016	2017
Contr. public purse/student	16,693	13,891	13,692	14,278	14,222
Funding Canton SG/student	6,602	5,640	5,420	5,899	5,750

Contribution of the public purse per student, 2005, 2014-2017

In 2015, the "funding per student" ratio was calculated on the basis of the student numbers of individual Autumn Semesters. This is why the table – which is retrospective back to 2014 – reports slightly lower values than any versions published earlier.

University Development

Donations from private individuals, foundations and enterprises constitute an important supplement to the resources of basic public funding for the University. They enable HSG to launch innovative projects in order to be able to continue to play a leading role in teaching and research in the future.

HSG Foundation

No matter whether it concerns faculty resources, scholarships or infrastructure: the generous commitment of alumni and friends has made a vital contribution towards important developments at the University of St.Gallen. The HSG Foundation has set the objective of continuing this tradition and supports the University in its strategic development to ensure that HSG remains a leading business university which sets global standards in research and teaching now and in the future. The HSG Foundation pools the funding activities for the benefit of the University of St.Gallen and makes a crucial contribution towards the realisation of trail-blazing projects pursued by the University.

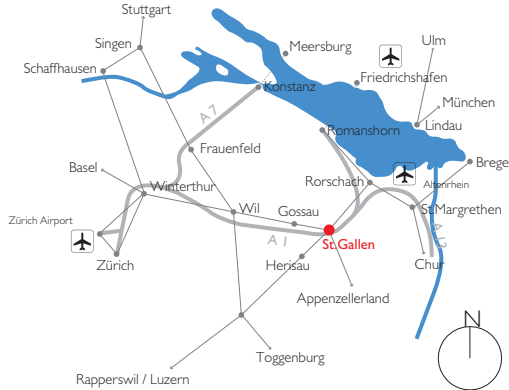
In 2017, attention focused on fundraising for the HSG Learning Center. The HSG Learning Center is intended to be a place for thought and work which provides students with innovative learning modes and interaction in order to prepare them in the best possible manner for their later professional activities in the digital age. By the end of February 2018, pledges in the amount of CHF 40m had been made toward the large-scale project.



University
Development

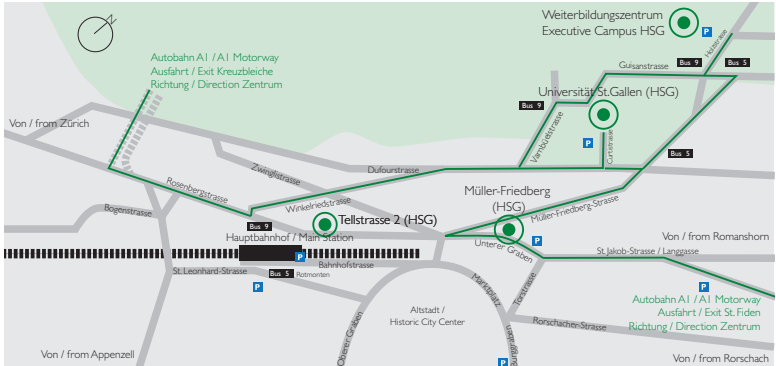
How to reach us

How to reach us
 Half-hourly train connections and the A1 motorway connect St.Gallen directly with Zurich Airport and all of Switzerland's major cities.



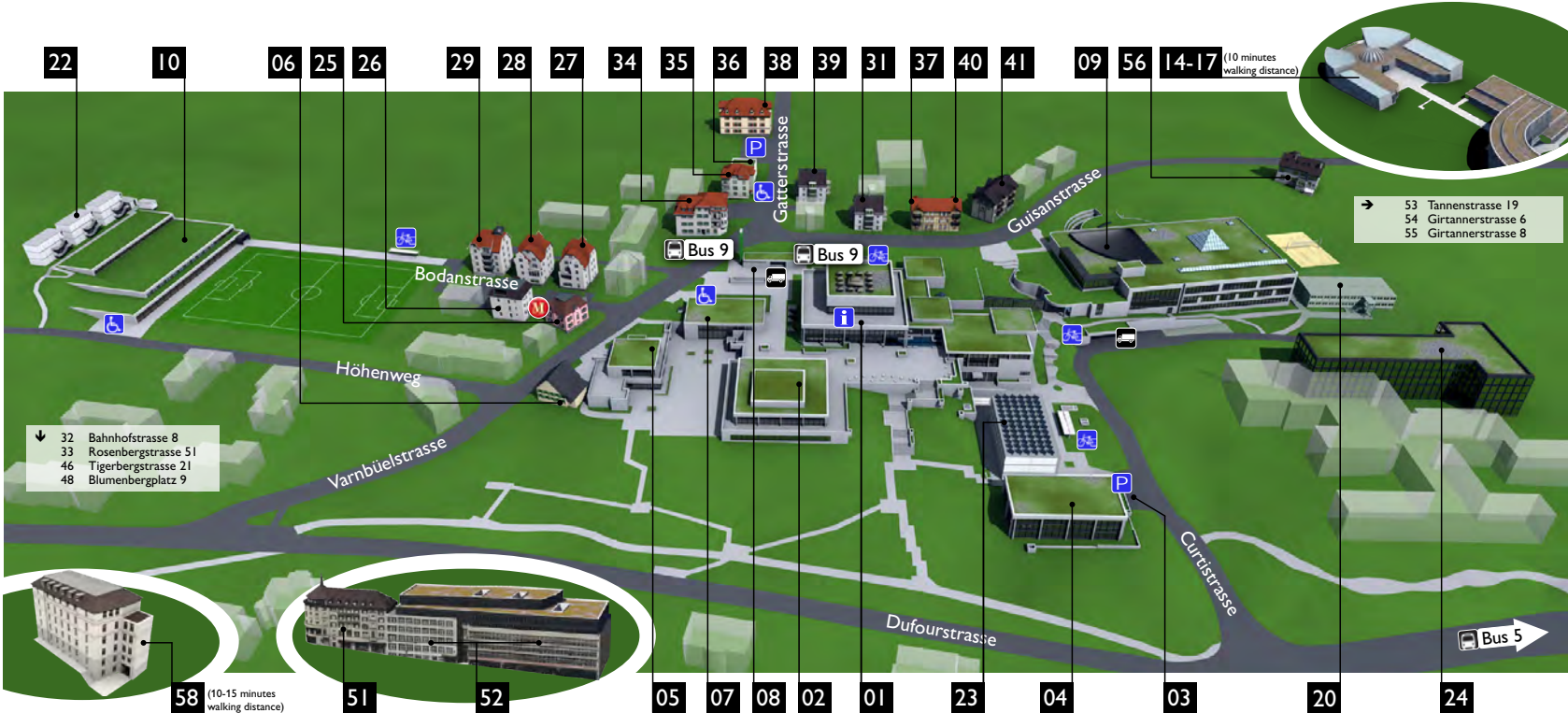
Route to St.Gallen

In St.Gallen the no. 5 and 9 buses provide a direct connection between the Main Railway Station and the University. The number of parking spaces on the campus is extremely limited.



Route to the campus in St.Gallen

Map of the campus



- | | | | | |
|---|---|---|--|---|
| <ul style="list-style-type: none"> 01 Main Building 02 Aula 03 Car Parking A 04 Dufourstrasse 48 05 Varnbuelstrasse 16 06 Kirchhoferhaus 07 University Restaurant 08 Service Building | <ul style="list-style-type: none"> 09 Library Building 10 Sports Hall 14-17 Executive Campus HSG 20 Provisional 1 – Offices 22 Provisional 3 – Teaching Facilities 23 Classroom Pavilion 24 Central Institute Building 25-29 Bodanstrasse 1-8 | <ul style="list-style-type: none"> 31 Guisanstrasse 3 34 Varnbuelstr. 19 – Script Commission 35 Gatterstrasse 1 36 Gatterstr. 3 – Language Center 37 Guisanstr. 7 – HSG Alumni 38 Gatterstrasse 9 – Crèche 39 Guisanstrasse 1a 40 Guisanstrasse 9 – Student Union | <ul style="list-style-type: none"> 41 Guisanstrasse 11 51 Unterer Graben 21 52 Müller-Friedberg-Str. 6/8 56 Guisanstrasse 36 Werner-Siemens-MLE-Haus 58 Tellstrasse 2 | <ul style="list-style-type: none"> Delivery of goods Info Desk Disabled Parking Bike Rack Car Parking Bus line Mobility Car Sharing |
|---|---|---|--|---|

Publishing Information

Publisher: University of St.Gallen (HSG)

Editor: Stephanie Höpli

Layout: Susan Bauer

Photos: Hannes Thalmann, Universität St.Gallen (HSG)

Sources: Argus, APA, BfS, CHE, Financial Times, Genios&LandauMedia,

Gorkana, Grayling, Handelsblatt, University of St.Gallen (HSG)

Printed by: NiedermannDruck, St.Gallen

Edition: 1,500 copies

Copyright: University of St.Gallen (HSG) 2018

Cover: Students in Business Administration Mattea Bieniok and Marcandrea Hunkeler in the new Visitors' Corner.



In April 2014 the first image film of the University of St.Gallen (HSG) was presented to the general public. The HSG film entitled «Love, Loss, and Other Lessons Learned» is aimed both at the students and at a wider public.



University of St.Gallen (HSG)
Dufourstrasse 50
CH-9000 St.Gallen

Telephone +41 71 224 22 25
kommunikation@unisg.ch
www.unisg.ch
www.facebook.com/HSGUniStGallen

