



University of St.Gallen



## Facts and figures

2020/2021

*"From insight  
to impact"* 

# Overview

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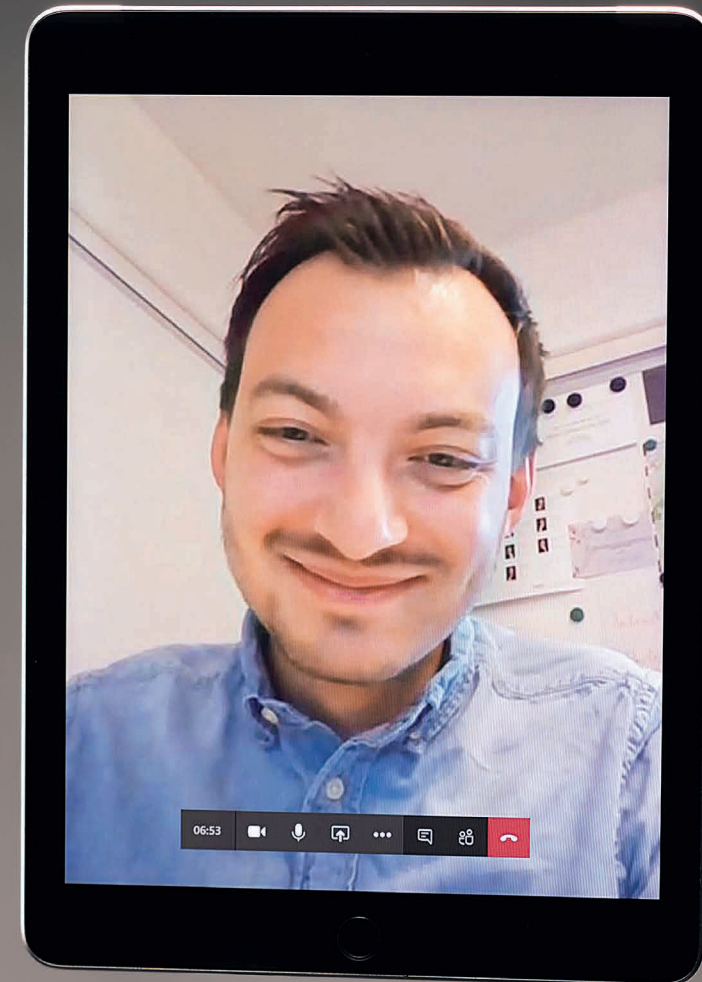
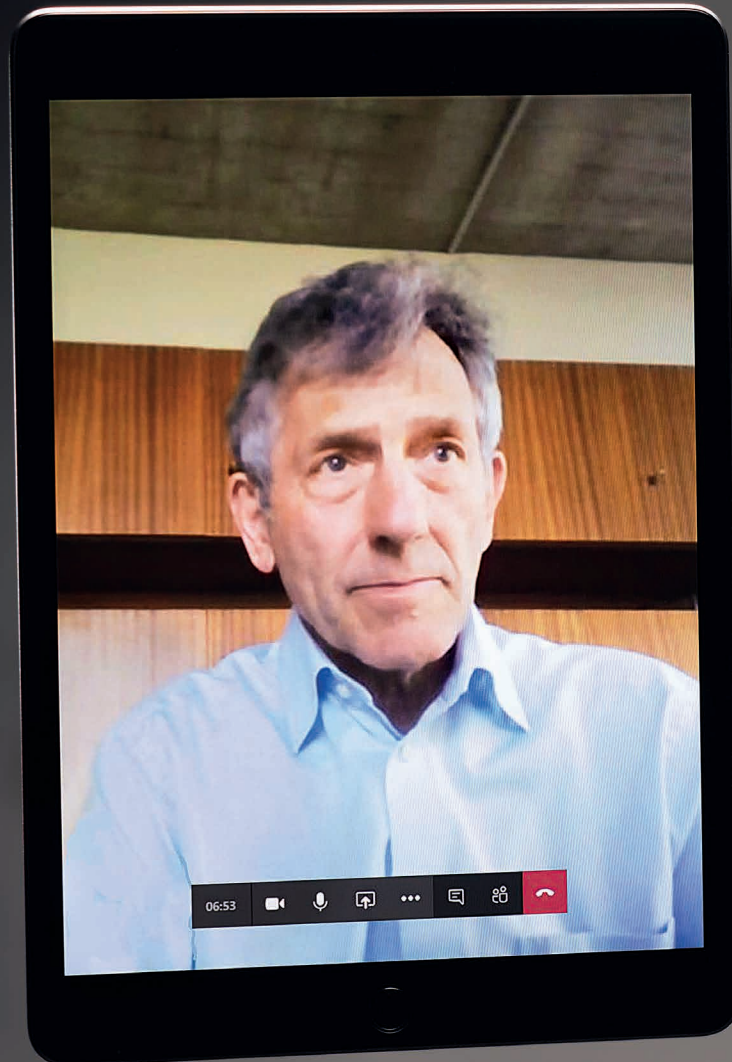
## Dear Reader,

In these special and challenging times, we also have to rethink our modus operandi and sometimes break new ground. It is for this reason that you will find a visual concept in this brochure which is slightly different from usual. In this way, we are taking the current situation into account while giving you an insight into university life in times of the COVID-19 pandemic.

# The University of St.Gallen (HSG)

Prof. Dr. Bernhard Ehrenzeller, President

Florian Wussmann, President of the Student Union



**Solutions for the economy and society.**

People from more than 80 nations create a recognised place of thought leadership, research and learning 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 integrative thinking enables them not only to tackle 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 which is 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.

When dealing with diversity, we pursue an active inclusion policy backed by the entire University. In doing so, we take a problem-solving approach to ensure full equality of all University members regardless of their gender, religious and sexual orientation, social and ethnic origin, or their health needs and restrictions.

## 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, 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><b>1 Relevant to society</b></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><b>2 Thinking and acting integratively</b></p> <p>We promote integrative thought in business and society through linking cultural, social, political, legal, and economic sciences.</p>	<p><b>3 Responsible and entrepreneurial</b></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><b>4 Locally rooted and globally connected</b></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>
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## — Core Activities —

### Teaching

**Our holistic teaching sets global 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

**F 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

**W 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.

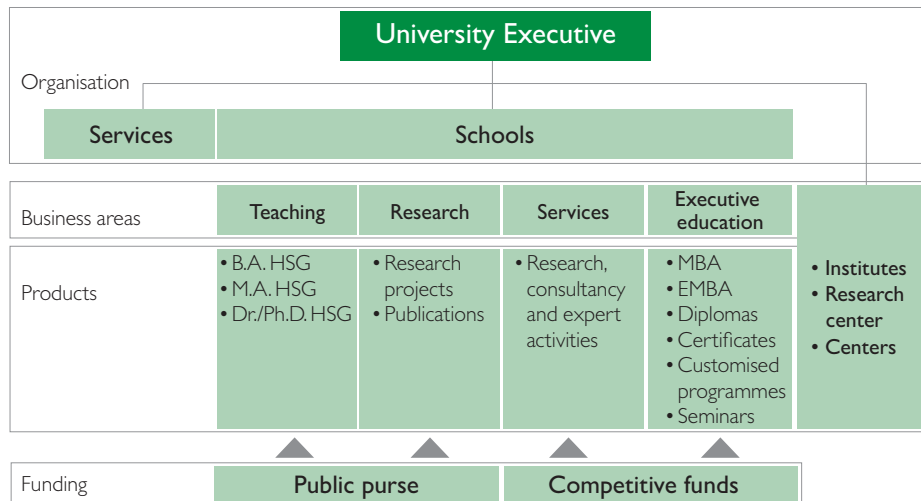
### Knowledge

**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 President's Board is at the helm of the University of St.Gallen (HSG). Prof. Dr. Bernhard Ehrenzeller is the President. Prof. Dr. Ulrich Schmid is the Vice-President for External Relations, Prof. Dr. Peter Leibfried is the Vice-President for Studies & Academic Affairs, Prof. Dr. Thomas Zellweger is the Vice-President for Research & Faculty, and Prof. Dr. Monika Büttler is the Vice-President for Institutes & Executive Education.

In accordance with the University Statutes, the President's Board is made up of the University President, the Vice-Presidents, as well as the General Counsel, the Director of Administration and the Dean of Studies. The President can co-opt further members of the University. At present, these are the Dean of Research & Faculty, the Dean of External Relations and the Head 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).

Starting in August 2020, there will also be a School of Computer Science at the University of St.Gallen.

The schools ensure the fundamental mission in teaching, research and executive education. Besides the schools, the institutes, research centres and centres 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 reputation of HSG within and outside the German-speaking world, and to the University's overall budget.

# The University of St.Gallen (HSG)



Schools on the Internet

		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. Klaus Möller	Prof. Paul Söderlind, Ph.D.	Prof. Dr. Reto Föllmi	Prof. Dr. Benjamin Schindler	Prof. Dr. Yvette Sánchez***	Prof. Winfried Ruigrok, Ph.D.
Bachelor		<ul style="list-style-type: none"> <li>Major in Business Administration (BWL)</li> </ul>		<ul style="list-style-type: none"> <li>Major in Economics (VWL)</li> <li>Major in International Affairs (BIA)</li> </ul>	<ul style="list-style-type: none"> <li>Major in Law (BLaw)</li> <li>Major in Law and Economics (BLE)</li> </ul>		
Master	<ul style="list-style-type: none"> <li>Joint Medical Master (JMM, autumn 2020)*</li> </ul>	<ul style="list-style-type: none"> <li>Business Innovation (MBI)</li> <li>Marketing Management (MiMM)</li> <li>Accounting and Finance (MAccFin)</li> <li>Strategy and International Management (SIM)</li> <li>Business Management (MUG)</li> <li>Organization Studies and Cultural Theory (MOK)**</li> </ul>	<ul style="list-style-type: none"> <li>Banking and Finance (MBF)</li> </ul>	<ul style="list-style-type: none"> <li>Economics (MEcon)</li> <li>Quantitative Economics and Finance (MiQE/F)</li> <li>International Affairs and Governance (MIA)</li> </ul>	<ul style="list-style-type: none"> <li>International Law (MIL)</li> <li>Law (MLaw)</li> <li>Law and Economics (MLE)</li> </ul>	<ul style="list-style-type: none"> <li>Organization Studies and Cultural Theory (MOK)*</li> </ul>	<ul style="list-style-type: none"> <li>Master of Business Administration (Executive School)</li> <li>Executive MBA (Executive School)</li> <li>International Executive MBA (Executive School)</li> <li>Executive Master in Business Law for Manager (Executive School)</li> <li>Executive Master of Business Engineering (IVW)</li> <li>Executive MBA Insurance and Financial Services (IVW)</li> </ul>
Doctor		<ul style="list-style-type: none"> <li>Management (PMA) with specialisations in                             <ul style="list-style-type: none"> <li>Accounting</li> <li>Business Innovation</li> <li>General Management</li> <li>Marketing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Finance (PiF)</li> </ul>	<ul style="list-style-type: none"> <li>Economics and Finance (PEF)</li> <li>International Affairs and Political Economy (DIA)</li> </ul>	<ul style="list-style-type: none"> <li>Law (DLS)</li> </ul>	<ul style="list-style-type: none"> <li>Organization Studies and Cultural Theory (DOK)</li> </ul>	
Global Centres		<ul style="list-style-type: none"> <li>Global Center for Customer Insight (GCCl)</li> <li>Global Center for Entrepreneurship and Innovation (GCE&amp;I)</li> </ul>		<ul style="list-style-type: none"> <li>Global Center for International Economic Analysis (GCIEA)</li> </ul>			
Profile areas			<ul style="list-style-type: none"> <li>System-wide Risk in the Financial System</li> </ul>			<ul style="list-style-type: none"> <li>Transcultural Workspaces</li> </ul>	

\* The JMM is a programme jointly run by the University of St.Gallen and the University of Zurich.

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

\*\*\* From 1.8.2020 Prof. Dr. Caspar Hirschi will take over the deans chair.



# 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 as 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)

**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



**2018**  
The voting public approved the Joint Medical Master in St.Gallen with 86 per cent. This Master's programme will provide places for forty students from autumn semester 2020

**2019**  
The St.Gallen people vote in favour of the IT education initiative (69.8 per cent) and thus in favour of the establishment of a School of Information and Computing Science



**2019**  
Ground-breaking ceremony for the new HSG Learning Center on the Rosenberg. The building designed by the renowned firm Sou Fujimoto Architects is intended to have an impact as a new, innovative place of learning and enable trail-blazing didactic forms



**2019**  
The voting public of the Canton of St.Gallen approved the construction of the Platztor Campus with a majority of 62.91 per cent

**2020**  
Update of the designation "University of St.Gallen – School of Management, Economics, Law, Social Sciences, International Affairs and Computer Science (HSG)"

# 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 567,000 printed books/journal volumes over 4,000 non-books (DVDs, audio-books, CDs) and almost 800 print journals, it provides access to over 181,000 e-books and over 71,000 e-journals.

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

### 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 300 weekly hours in more than 90 sports are evidence of the wide range of sports on offer.

Football, tennis, basketball, floorball and volleyball tournaments are as popular among students as are 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.



Library



Unisport

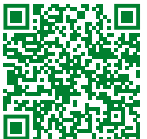
### Art and architecture

Art has long been part and parcel of university life at the HSG: it has been integrated from the very beginning and is engaged in a dialogue with the architecture. With more than 50 works of art, the University of St.Gallen owns an impressive collection of modern art, which is distributed between the campus and the Executive Campus, Tellstrasse and Müller-Friedberg-Strasse, and is permanently accessible to the general public.

On campus, over 50 works of art are waiting to be discovered.

The Art@HSG app, which was developed by the Art Committee, is intended to provide students and visitors with an opportunity to spontaneously glean some information about works of art at the HSG.

The art@tell/UArt project has evolved into a permanent exhibition. The platform for emerging artists from various cultural backgrounds has found its definitive form: with works donated by Raúl Rebolledo and Savanna Barrett, as well as three loans, among them Clarissa Tossin's beautiful video work entitled "White Marble Everyday" about everyday cleaning rituals around the Palace of Justice in Brasília.



Interviews with the artists

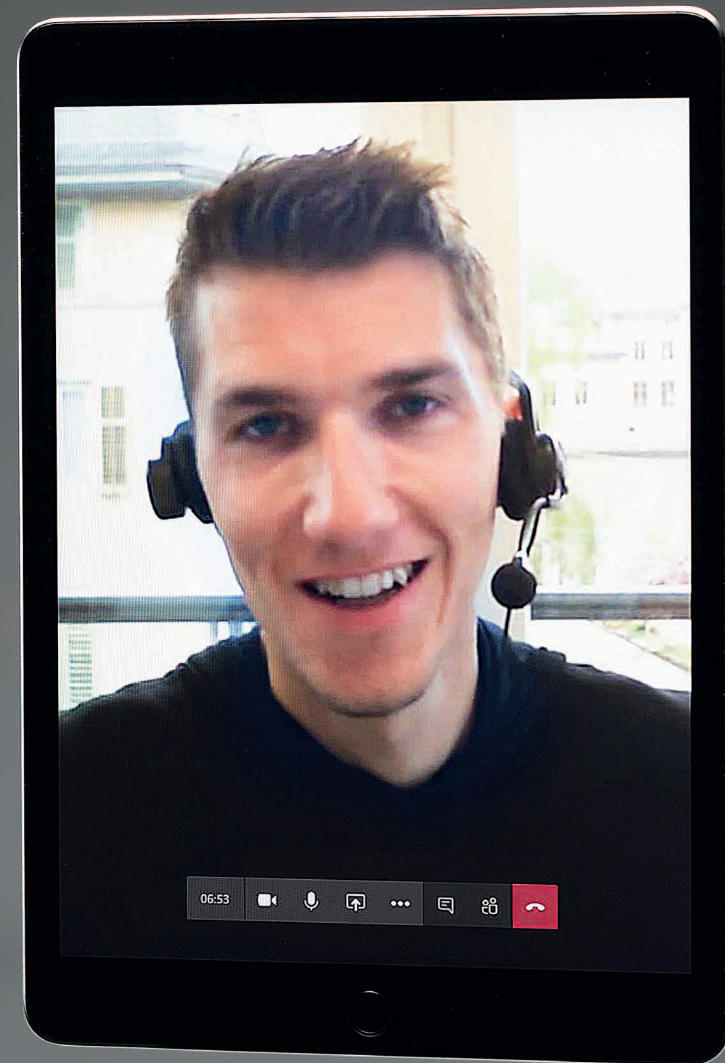
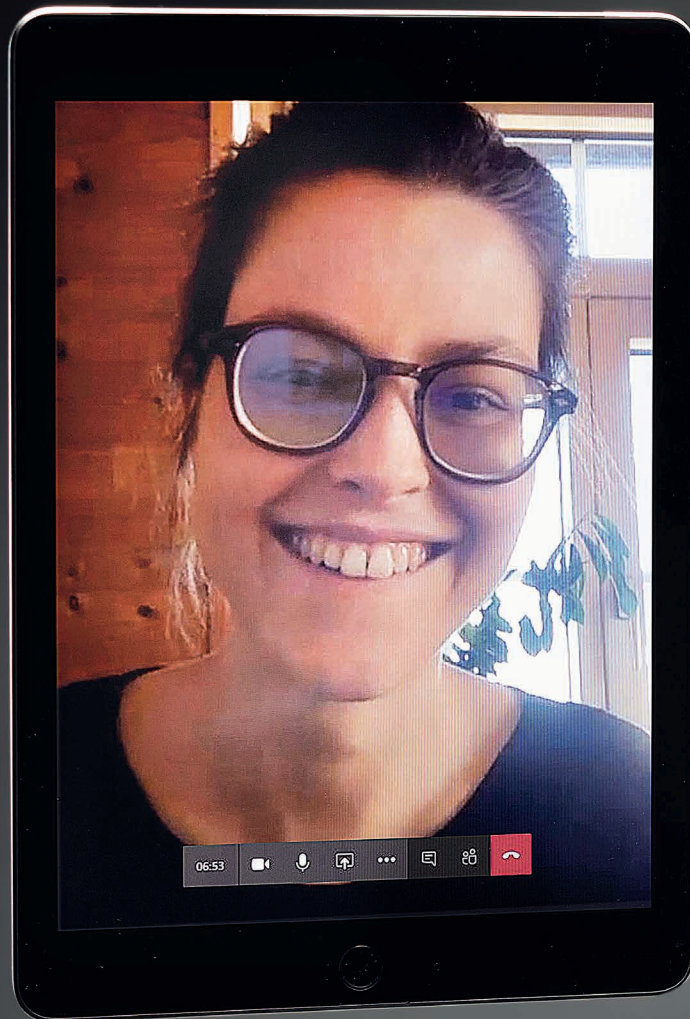


Art@HSG App

# Teaching

Mattea Bieniok, student of Business Administration

Eric Tarantini, M.A. HSG, member of the research staff



## Prepared for the future.

Studies at the University of St.Gallen support students in their academic and personal development and prepare them optimally for their future.

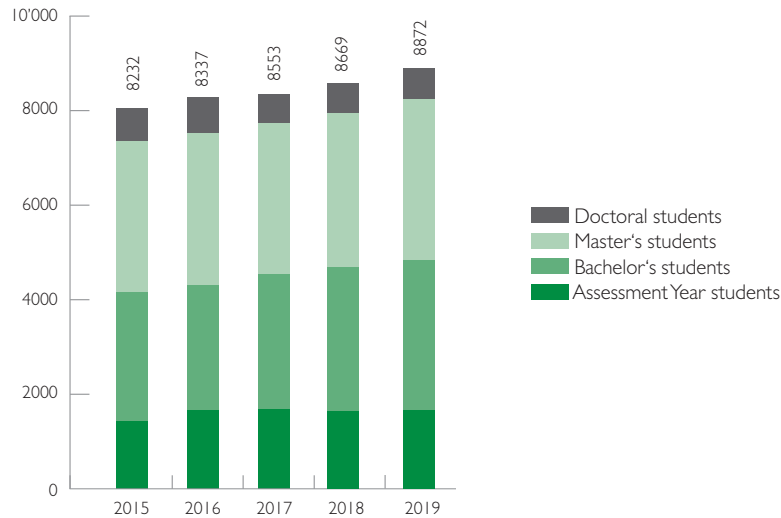
# Teaching

## Student statistics

From 2015 to autumn semester 2019, the number of students at HSG rose from 8,232 to 8,872. In 2019, 45 per cent of all Master's students at HSG held a Bachelor's degree from another university. In autumn semester 2019, a total of 3,135 women were studying at HSG, which is

**One in three of our students are women.**

35 per cent of the total number of students. Thus women made up 34 per cent of Assessment Year students, 35 per cent of students in their Bachelor's studies, and 39 and 37 per cent of Master's and Ph.D. students, respectively.

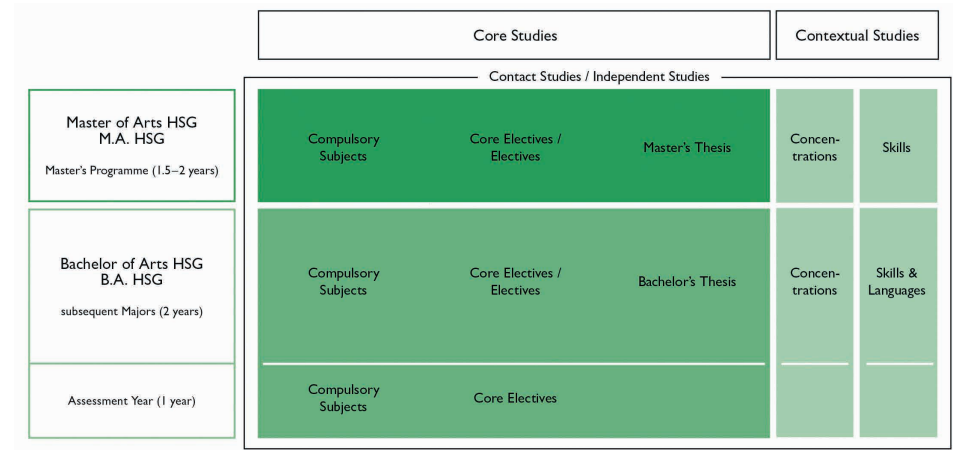


Student statistics, 2015-2019, additional certification programmes are included in Master's students statistics



Detailed matriculation statistics

## Degree structure



The degree structure of the University of St.Gallen

Undergraduate studies consist of the Assessment Year and further Bachelor's studies and lead to the first academic degree. More specialised study for Master's degree enables graduates to develop 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 aims at satisfying the societal and economic need for graduates with intellectual prowess, an integrative view, flexibility, a sense of responsibility and intercultural skills.

# Teaching

## Studies

### Bachelor's degrees

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

Taught in

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

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### Master's degrees

Business Innovation (MBI)  
Marketing, Services and Communication Management (MSC) - Marketing Management (MiMM)  
Accounting and Finance (MAccFin)  
Strategy and International Management (SIM)  
Business Management (MUG)  
Management, Organization Studies and Cultural Theory (MOK)  
Banking and Finance (MBF)  
Economics (MEcon)  
Joint Medical Master (JMM, autumn 2020)

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### Ph.D. degrees

Management (PMA) with specialisations in

Accounting  
Business Innovation  
General Management  
Marketing

Finance (PiF)  
Economics and Finance (PEF)  
International Affairs and Political Economy (DIA)  
Law (DLS)  
Organization Studies and Cultural Theory (DOK)  
Computer Science (DCS)

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Our degree courses

## Student satisfaction

	2015	2016	2017	2018	2019
<b>Learning success</b>					
B.A. graduates	72 %	75 %	73 %	81 %	74 %
M.A. graduates	80 %	83 %	88 %	84 %	80 %
Doctoral students	77 %	87 %	85 %	87 %	80 %
<b>Overall satisfaction</b>					
B.A. graduates	88 %	83 %	86 %	86 %	79 %
M.A. graduates	90 %	88 %	87 %	85 %	84 %
Doctoral students	85 %	85 %	86 %	84 %	78 %

Student self-assessment: proportion of positive assessments, 2015-2019

There is a high degree of overall satisfaction with studies at the HSG. Graduates are satisfied with both their degree courses and their learning success.

## Swiss market shares

	2014	2015	2016	2017	2018
<b>Bachelor's/Master's degrees</b>					
Economic sciences	38 %	37 %	38 %	39 %	39 %
Legal sciences	5 %	5 %	5 %	7 %	7 %
Political sciences	15 %	15 %	16 %	18 %	19 %
<b>Ph.D. degrees</b>					
Economic sciences	55 %	56 %	56 %	59 %	51 %
Legal sciences	9 %	6 %	12 %	10 %	9 %
Political sciences	9 %	11 %	8 %	16 %	14 %

Swiss market shares of HSG degrees, 2014-2018 (latest survey of 2018)

## 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

78 per cent of the HSG Bachelor's graduates and 94 per cent of the HSG Master's graduates had more than six months of professional experience at the time of their graduation.

**More than 80 per cent of the Master's graduates had a fixed job at the time of their graduation.**

### Job hunting

83 per cent of the HSG Bachelor's graduates and 81 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 (B.A.) and 2 (M.A.) job offers.

### Recruiting firms

In 2019, 511 national and international companies from various industries offered 2,150 internships, traineeships and entry positions. 97 of these companies were from the region.



Career platform  
hsgcareer

# Teaching

## Executive education at HSG

HSG 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 49,7m with its executive education. The providers of executive education are the institutes and the Executive School of Management, Technology and Law (ES-HSG).



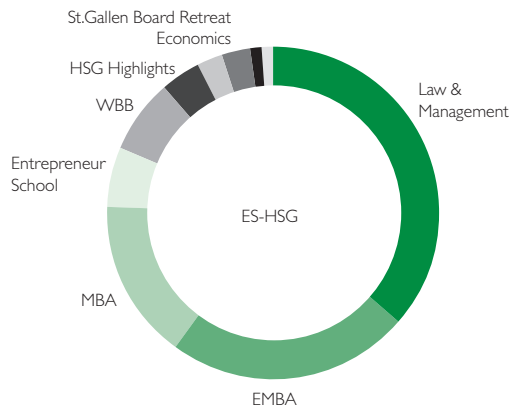
Overview Executive education

### 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: 40.2 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 HSG's Executive Education programmes, 2019, total 1463, excl. in-house programmes in programme units Custom and Law & Management

## Rankings

For HSG, the Financial Times rankings are of primary importance since they are internationally significant and at the same time match the University's fields of activity in teaching and research. In the Financial Times rankings, the University defended its place among the top ten in the European Business Schools ranking, in which the places in five individual rankings are aggregated.

In 2019 HSG defended its top ten position.

Financial Times Ranking	2015	2016	2017	2018	2019
European Business Schools Ranking	4.	5.	4.	4.	4.
Masters in Management	1. (SIM) / 4. (CEMS)	1. (SIM) n.a.(CEMS)	1. (SIM) 9. (CEMS)	1. (SIM) 9. (CEMS)	1. (SIM) 8. (CEMS)
Masters in Finance	9.	7.	9.	6.	n.a.
Executive Education	15.	17.	16.	15.	16.
Executive MBA	22.	21.	19.	15.	17.
Full-Time MBA	20.	25.	22.	24.	20.

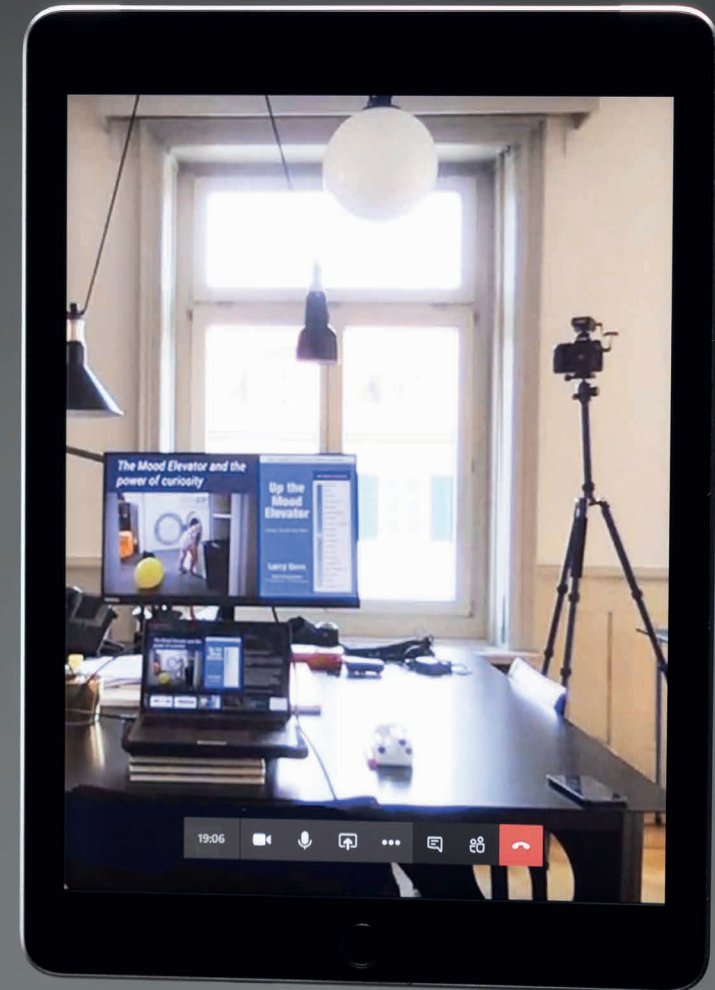
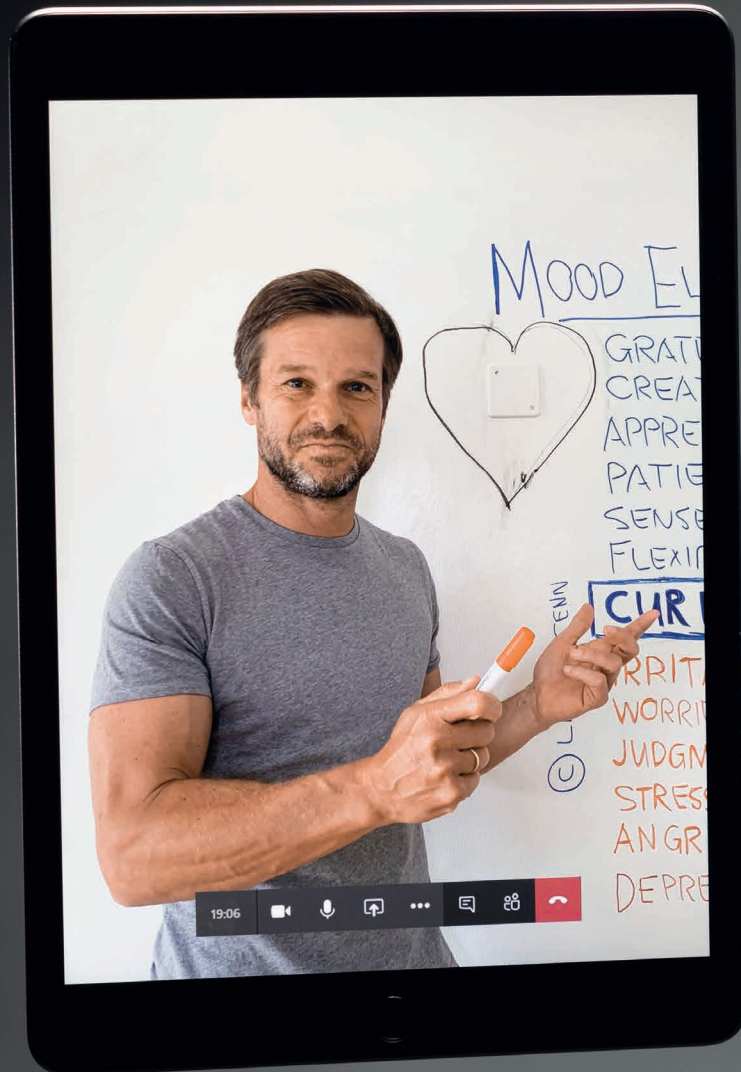
Ranking results for degree programmes and executive education of the Financial Times Rankings, 2015-2019. The European positions are indicated.



Financial Times Ranking

# Research

Prof. Dr. Wolfgang Jenewein, Full Professor of Business Administration



Insights for society.

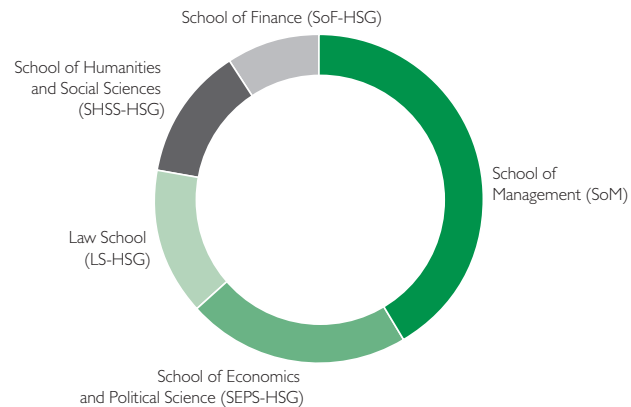
We tap into internal and external knowledge and share it with our stakeholders in an innovative and appealing form.



# Research

## HSG schools

The five schools of the University of St.Gallen (School of Management, School of Finance, School of Economics and Political Science, Law School and School of Humanities and Social Sciences) employ 105 full professors (as at 31st of December 2019).



Distribution of HSG full professors among the five schools. Data in full-time jobs, 2019

Additionally, the University of St.Gallen employs five associate professors, 73 assistant professors and 36 senior lecturers.

## Global centres

“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.

### Global Center for International Economic Analysis (GCIEA)

The Center for International Economic Analysis conducts high-quality research, expert analyses and practical work in the fields of foreign trade, economic development and macro-economics. The Center is part of the Swiss Institute for International Economics and Applied Economic Research (SIAW-HSG). We have succeeded in attracting a highly renowned research personality to the Center, namely Prof. Dr. Timo Boppert (Stockholm); he will take up his post in Autumn Semester 2020. Frank Pisch (Ph.D. LSE) has already been appointed assistant professor. So far, a whole number of renowned works, reports for analysts and decision-makers, as well as media releases have been published, and conferences have been organised.

## 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

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#### System-wide Risk in the Financial System

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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.

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### School of Humanities and Social Sciences

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#### Transcultural Workspaces

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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.

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## Strategic cooperation ventures

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

### SBB Lab, since 2010

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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.

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### BMW Group, since 2011

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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.

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### Bosch Lab, since 2012

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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.

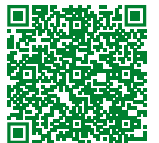
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### Hilti Lab, since 2013

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

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Research  
partners in  
industry

# Research

## 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 47,000 publications on research results of HSG are accessible at [alexandria.unisg.ch](http://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 2019, the platform comprised about 47,000 publications. 32 per cent of these publications are openly accessible on the platform.

	2015	2016	2017	2018	2019
New publications	1,079	1,268	1,318	1,418	1,408

Number of new publications on Alexandria, 2015-2019



Research platform Alexandria

## Handelsblatt and Wirtschaftswoche rankings

In the first Handelsblatt research ranking in management, the University of St.Gallen came second in German-speaking Europe in 2009. In 2012, HSG moved up to first place. HSG defended this place in 2014, followed by the University of Zurich and the Technical University of Munich. In 2019 the University of St.Gallen - now in the ranking of Wirtschaftswoche - was awarded first place again, ahead of the Technical University of Munich and the Vienna University of Economics and Business. In 2011, 2013, 2015 and 2017, Handelsblatt evaluated research in economics at the universities in German-speaking Europe. At present, HSG is ranked ninth. First place is occupied by the University of Zurich.

Handelsblatt and Wirtschaftswoche Research Ranking	2013	2014	2015	2017	2019
Research in Economics	n.a.	I.	n.a.	n.a.	I.
Research in Management	10.	n.a.	11.	9.	n.a.

Research ranking results of the Handelsblatt and Wirtschaftswoche Ranking, 2013-2019. In 2016 and 2018 the Handelsblatt didn't publish a ranking.

## “Academic GIFts”

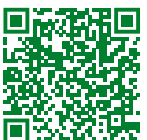
Scientific results in a brief format, artistically packaged and succinctly explained: this is what the moving picture series Academic GIFts offers. In short animated films, young researchers of the University of St. Gallen encapsulate findings of their research work in a playful way. The format is supported by the Agora fund for knowledge communication of the Swiss National Science Foundation.



Handelsblatt Ranking, Business Administration



Handelsblatt Ranking, Economics



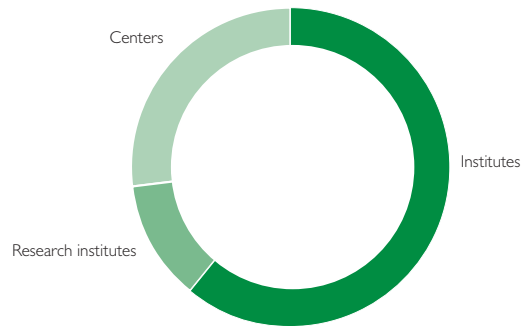
Academic GIFts

# Research

## Institutes and centres

HSG is characterised to a significant extent by about 40 institutes, research institutes and centres. 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 centres make a substantial contribution towards HSG's self-funding rate of approx. 50 per cent.

**About 40 institutes, research institutes and centers are largely organised along autonomous and entrepreneurial lines.**



Entrepreneurial units at HSG



Institutes on 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 2018, 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.

Startup@HSG also awards the title of Entrepreneurial Talent to eight promising students every semester. These "talents" are provided with CHF 4,000 for the development of their ideas and are intensively supervised and coached by Startup@HSG for more than a semester. In the latest programme, HSG Entrepreneurial Champions, five HSG start-ups can go to Silicon Valley every summer in order to attend a start-up boot camp there. In close cooperation with student organisations such as START and HSG partners such as HSG Alumni, Startup@HSG aims to foster entrepreneurship at the HSG and to integrate it as a fixed component of the HSG culture.

### 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, 138 enterprises have been certified with the spin-off label.

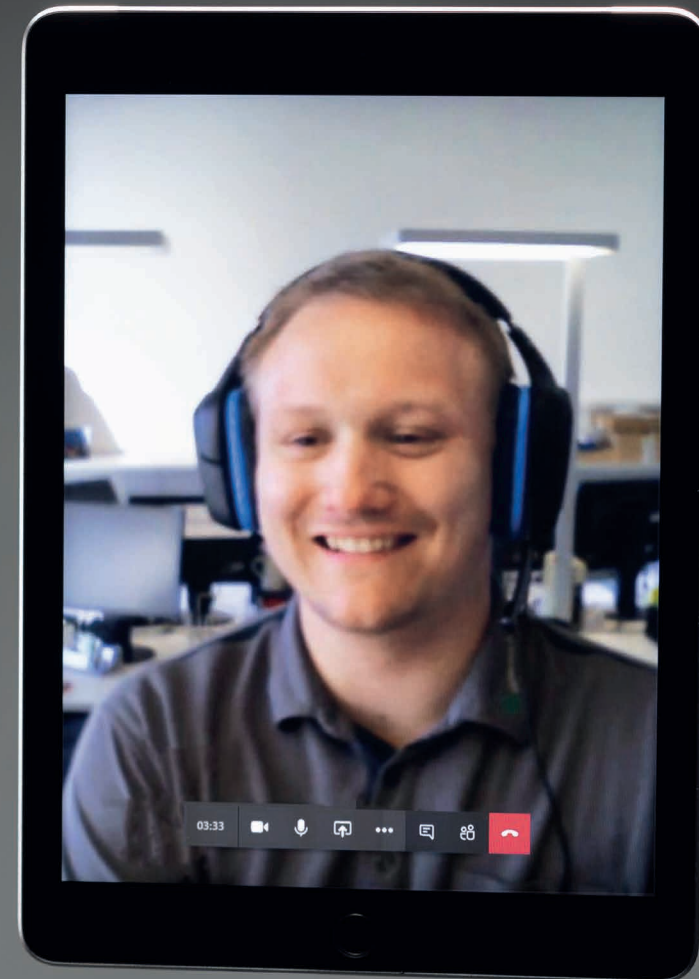


Entrepreneurship at HSG

# Campus

Markus Steiner, Head of construction and technology

Ramon Zuber, Maintenance



**Commitment on and beside the campus.**

Ever since the establishment of the University of St.Gallen (HSG) in 1898, its working culture has been characterised by competence, commitment and cooperation.

# Campus

## 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.

	2015	2016	2017	2018	2019
Bachelor's students	55 %	52 %	55 %	59 %	57 %
Master's students	39 %	41 %	43 %	44 %	37 %
Doctoral students	26 %	32 %	27 %	22 %	28 %

Involvement in a student organisation of HSG, 2015-2019

## Conferences and congresses

Every year, numerous events such as the St. Gallen Symposium (ISC), the founder's conference START Summit and the Swiss SME Day take place in St.Gallen.

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.



Conferences & congresses venue

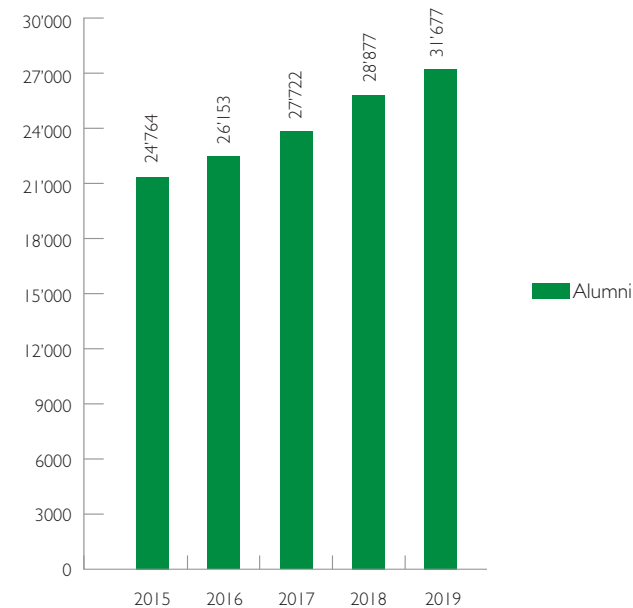
## Life-long ties

HSG Alumni is the official alumni organisation of the University of St.Gallen. Since 2015, the number of HSG alumni has risen from 24,764 to 31,677. Today, there are over 180 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."



HSG Alumni



Development, Alumni members, 2015-2019

Since 2019, there has been a new membership model, which makes all HSG students from the Master's level upwards members at the beginning of their studies.

## Growing media presence

**The University is referred to in the media 36 times a day – including 10 times in leading international media.**

The activities of the University of St.Gallen have an impact both within and beyond regional borders. Reports appear in local, regional, national and international media on a daily basis. In 2019, more than 13,000 HSG-related articles were published both at home and abroad, with a focus on Germany, Austria, the UK, Singapore and Brazil. The live interviews with HSG experts are also worth mentioning; they have been made possible since 2015 by a campus-based camera, which is linked to a satellite system and can be connected up live with news channels all over the world. Thanks to this camera, HSG experts can be seen in predominantly international media on average every two weeks. 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.

	2015	2016	2017	2018	2019
<b>National media presence</b>					
Articles, total	9,862	9,987	8,952	9,936	9,612
of which outside the St.Gallen agglomeration	9,199	9,359	8,359	9,082	8,467
<b>International media presence</b>					
in Germany, Austria, UK, Singapore & Brazil	2,783	4,789	4,286	2,371	3,801

National and international media presence, University of St.Gallen, 2015-2019, Argus, APA, Genios&LandauMedia, Gorkana, Grayling.

## Social networks

Since 2011, the University of St.Gallen has been also communicating 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](http://www.unisg.ch), was visited by approx. 1.4 million internet users in 2019.



Social networks

	2015	2016	2017	2018	2019
Website visitors*	2,272,204	1,897,008	1,447,316	1,306,793	1,405,152
Facebook fans	35,197	44,113	51,633	56,561	57,561
Twitter follower	7,865	9,724	11,362	12,557	13,591
YouTube views	1,281,570	1,794,401	2,138,394	2,691,170	3,159,187
LinkedIn follower	30,686	38,352	47,617	56,759	65,971
Flickr views	16,084	24,467	27,967	31,480	33,405
Instagram follower	n.a.	611	2,976	5,910	8,648

Development of the website and Social Media channels, 2015-2019.

\*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.

# Regional and international

Prof. Dr. Miriam Meckel, Full Professor of Corporate Communication

Prof. Dr. Damian Borth, Full Professor of Artificial Intelligence and Machine Learning



**Combining excellence and relevance.**

As part of a global network, we create standards in individual areas and thus generate appreciable added value for the region.



# Regional and international

## 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 academic staff

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

## Accreditations

The University of St.Gallen is among the leaders in the field of business education. This is confirmed by its international seals of approval. The HSG has held the accreditations of EQUIS since 2001, AACSB since 2003 and AMBA since 2019. It thus holds the most important seals of approval for business schools. Only 90 universities worldwide possess three accreditations and thus the so-called Triple Crown.



## 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
- PRME – United Nations Global Compact



HSG network on the Internet



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

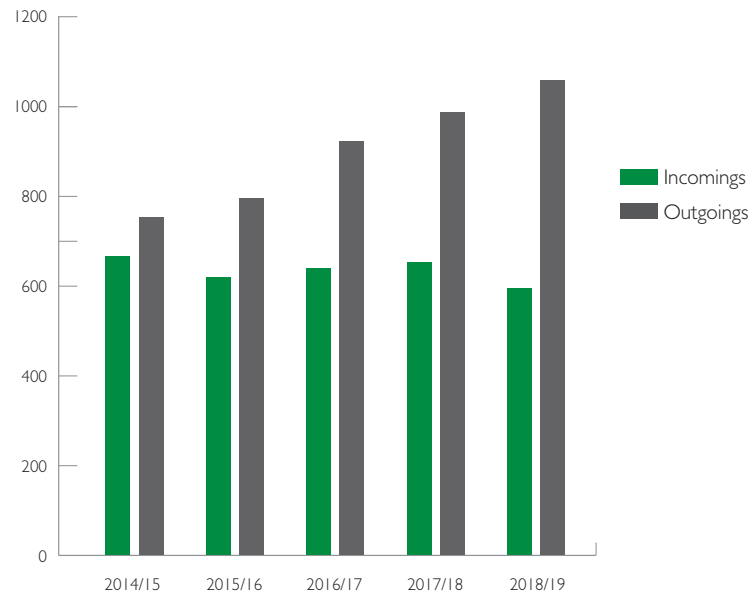
- CEMS Alliance
- ESADE, Barcelona, Spain
- Fletcher School, Tufts University, Boston, USA
- Fundação Getulio Vargas, São Paulo, Brazil
- HEC School of Management, Paris, France
- Institut d'Etudes Politiques (Sciences Po), Paris, France
- INCAE Business School, Costa Rica
- Nanyang Technical University, 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

# Regional and international

## 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 2018/2019 HSG welcomed 587 visiting students who spent one semester at the University. In 2017/2018, the number of visiting students was only 683. Over the same period of time, the number of HSG students spending an exchange semester at a partner university has increased from 1,003 to about 1,058 today. 55 per cent of undergraduates and 46 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 Incomings and Outgoings numbers at HSG, 2014/2015-2018/2019



Our exchange programmes

## Use of English

While German is the official and cultural language at the University, English as a business language is being used increasingly to teach several courses and programmes with the aim of enabling our students to become bilingual.

- Assessment Year: English-language track available
- Bachelor's degree level: 3 bilingual programmes
- Master's degree level: 8 English-language programmes
- Doctoral degree level: 7 English-language programmes
- Executive education: 33 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 2018/2019, some 4,200 people attended 65 lectures. In 2004, Switzerland's first Children's University was inaugurated. The four lectures in 2019 were attended by about 2,200 children from St.Gallen and surroundings.



Public lectures

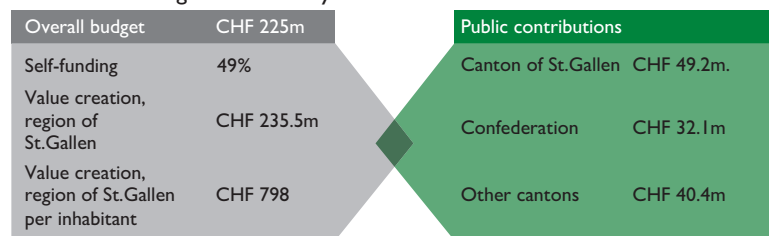
# Regional and international

## HSG's regional impact

The regional relations of the University of St.Gallen for the year 2017 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 2017, the Canton invested CHF 49.2m. The value created for the region accounted for five times that amount.**

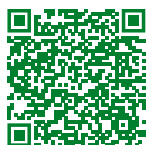
### Effects on the regional economy



Effects on the regional economy in figures, 2017

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 2017, these actors together spent some CHF 478m. 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 235.5m or CHF 798 per capita.

The overall budget of the University of St.Gallen for 2017 amounted to CHF 239.8m, about CHF 49.2m (21 per cent) of which came from the Canton of St.Gallen.



HSG's regional roots

## 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.

## Knowledge generator

Public research institutions like the University of St.Gallen play a central role within a regional innovation system. On the one hand, the HSG is a generator of knowledge within the regional innovation system; on the other hand, it is also a regional hub in the international research landscape. The research platform Alexandria provides free access to the HSG's research results. In 2019, it comprised approx. 47,000 publications, of which about 32 per cent could be viewed directly on the platform.

Even so, it is predominantly supraregional and international companies which avail themselves of the exchange of knowledge. A personal exchange of knowledge is made possible not only through conferences, congresses and seminars in the region, but also through University member's honorary and professional commitment.

The exchange of knowledge at HSG takes place on various levels. These services are not only aimed at students and regional companies, but also at the general public. Above and beyond this, University members participate in the region's social life.

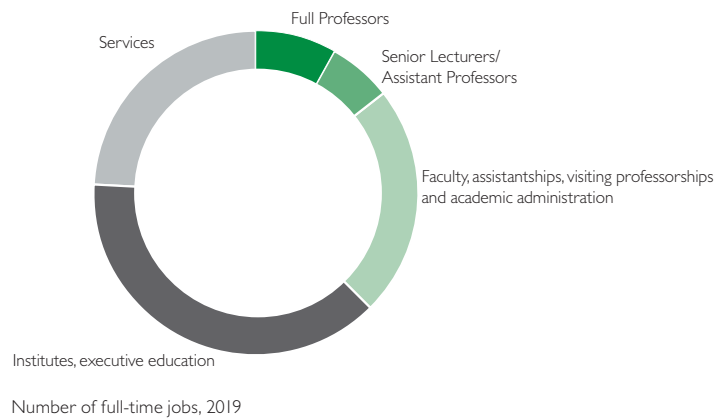
# Regional and international

## Employee statistics



HSG as employer

With 3,335 employees, which is tantamount to 1234.7 full-time jobs, HSG is among the ten biggest employers in the Canton St.Gallen. 59 per cent of employees live in the region. In addition, the University employs twelve trainees in five professions.



Institutes, executive education

Number of full-time jobs, 2019

## 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



## Funding

Between 2015 and 2019, the University's consolidated income rose by 10 per cent to CHF 251.3m. Measured against the yardstick of consolidated income, the contribution made by the Canton of St.Gallen increased to 21.62 per cent.

Comparison in million CHF and per cent

	2015	2016	2017	2018	2019
Consolidated income, HSG	224.8	231.6	239.5	245.6	251.3
Contribution, Canton	44.6	49.2	49.2	49.2	54.3
Contribution, Canton, in %	19.85	21.24	20.54	20.02	21.62

Consolidated income of HSG and contribution by the Canton St.Gallen, 2015-2019

The contribution by the public purse per student increased to CHF 14,710, but it did not 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	2016	2017	2018	2019
Contr. public purse/student	16,693	14,278	14,222	14,191	14,710
Funding Canton SG/student	6,602	5,899	5,750	5,673	6,124

Contribution of the public purse per student, 2005, 2016-2019

## University development

For the University, donations from private individuals, foundations and companies constitute an important complement to the funds of basic public funding. They enable the HSG to launch innovative projects in order to play a leading role in teaching and research in the future, too.

### HSG Foundation

The HSG Foundation is committed to the strategic development of the University of St.Gallen in research, teaching and executive education. Thanks to the generous engagement of alumni and friends of the HSG, crucially important developments of the University of St.Gallen could be initiated and implemented. The Foundation aims to reinforce the HSG in its development as one of the internationally leading business universities to ensure that it will be able to continue to set standards in research and teaching. Thus chairs, scholarships, research funding and infrastructural projects are realised and supported by resources complementary to government funds.

Since 2018, the HSG Learning Center has been the focus of fund-raising activities. It is intended to serve as a place of thought leadership and work for new, innovative forms of learning and interaction, and prepare students for the professional challenges of the digital age as best as possible. By late March 2020, CHF 50m had been pledged for this large-scale project. The ground-breaking ceremony took place in November 2019, and from Spring Semester 2022, students should be able to profit from a new teaching and learning culture.



University  
Development

# Arrival

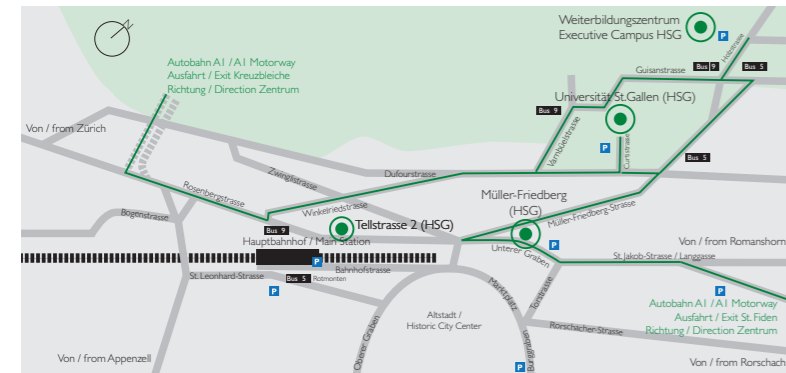
## Journey to St.Gallen

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



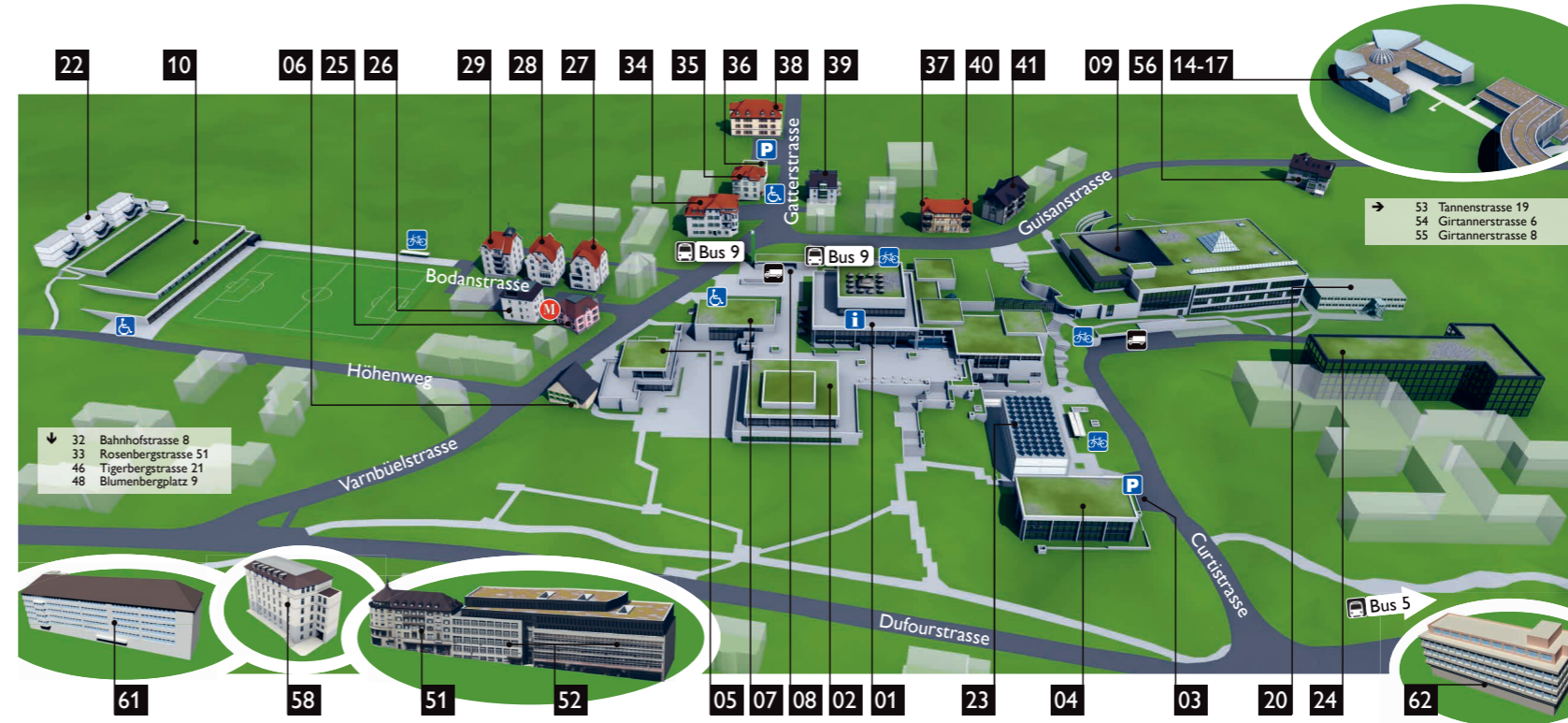
Route to St.Gallen

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

## Campus map



- |   |   |   |   |   |
|---|---|---|---|---|
| <ul style="list-style-type: none"> <li>01 Hauptgebäude<br/><i>Main Building</i></li> <li>02 Aula</li> <li>03 Parkgarage A<br/><i>Car Parking A</i></li> <li>04 Dufourstrasse 48</li> <li>05 Varnbuelstrasse 16</li> <li>06 Kirchhoferhaus</li> <li>07 Sapelli<br/><i>University Restaurant</i></li> <li>08 Dienstgebäude<br/><i>Service Building</i></li> </ul> | <ul style="list-style-type: none"> <li>09 Bibliotheksgebäude<br/><i>Library Building</i></li> <li>10 Sporthalle<br/><i>Sports Hall</i></li> <li>14-17 Weiterbildungszentrum Holzweid<br/><i>Executive Campus HSG</i></li> <li>20 Provisorium 1 – Büro<br/><i>Provisional 1 – Offices</i></li> <li>22 Provisorium 3 – Lehre<br/><i>Provisional 3 – Teaching Facilities</i></li> <li>23 Lehr-Pavillon<br/><i>Classroom Pavilion</i></li> <li>24 Zentrales Institutsgebäude<br/><i>Central Institute Building</i></li> <li>25-29 Bodanstrasse 1-8</li> </ul> | <ul style="list-style-type: none"> <li>34 Varnbuelstr. 19 – Skriptenkommission<br/><i>Script Commission</i></li> <li>35 Sporthalle<br/><i>Sports Hall</i></li> <li>36 Gatterstr. 3 – Sprachenzentrum<br/><i>Language Center</i></li> <li>37 Guisanstr. 7 – HSG Alumni<br/><i>HSG Alumni</i></li> <li>38 Gatterstrasse 9 – Kinderhort<br/><i>Creche</i></li> <li>39 Guisanstrasse 1a</li> <li>40 Guisanstr. 9 – Studentenschaft<br/><i>Student Union</i></li> <li>41 Guisanstrasse 11</li> </ul> | <ul style="list-style-type: none"> <li>51 Unterer Graben 21*</li> <li>52 Müller-Friedberg-Str. 6/8*</li> <li>56 Guisanstrasse 36<br/>Werner-Siemens-MLE-Haus</li> <li>58 Tellstrasse 2*</li> <li>61 Rosenbergstrasse 30*</li> <li>62 St. Jakob-Strasse 21*</li> </ul> | <ul style="list-style-type: none"> <li> Information<br/><i>Info Desk</i></li> <li> Invaliden-Parkplätze<br/><i>Disabled Parking</i></li> <li> Fahrradständer<br/><i>Bike Rack</i></li> <li> Parkplätze<br/><i>Car Parking</i></li> <li> Mobility Car Sharing</li> </ul> |
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\* je ca. 10-15 Gehminuten ausserhalb des Campus



# Publishing information

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