



University of St.Gallen



*“From insight
to impact”* 

HSG: a portrait 2019/2020
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 structure	23		
Studies	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		
HSG schools	32		
Global Centers	33		
		Issue-related research: profile areas	34
		Strategic cooperation ventures	35
		Research platform Alexandria	36
		Handelsblatt and Wirtschaftswoche rankings	37
		"Little Green Bags" and "Academic GIFts"	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 academic staff	48
		Accreditations	48
		International network	49
		Partner universities	50
		Use of English	51
		Public lectures	51
		Regional impact of HSG	52
		Employee statistics	54
		Regional network	55
		Funding	56
		University development	57
		How to reach us	58
		Campus map	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 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>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>
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Core Activities

Teaching

<p>Our holistic teaching sets world standards. We continue to perfect its quality through innovation.</p>
<p>Through our outstanding teaching we attract talented students and ensure their high marketability upon graduation.</p>

Research

<p>F Thanks to our combines academic practical relevance, measurable</p>	<p>research, that excellence with we create impact.</p>
<p>Our leading international researchers from</p>	<p>research sets standards and attracts across the globe.</p>

Executive Education

<p>W By offering market-oriented programmes we provide a long-term added value for our students at all stages of life.</p>
<p>Our executive education programmes integrate theory with practice and set global standards in terms of relevance and approach.</p>

Services

Quality

<p>a Continuous quality development</p>
<p>We support internal stakeholders in continuous improvement and engage with external organisations to enhance quality and make it more visible.</p>

Campus

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

Funding

<p>c Public and private</p>
<p>We complement public funding with entrepreneurial engagement, sponsorship and donations while preserving academic freedom.</p>

IT

<p>d Digital and productive</p>
<p>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.</p>

Personnel

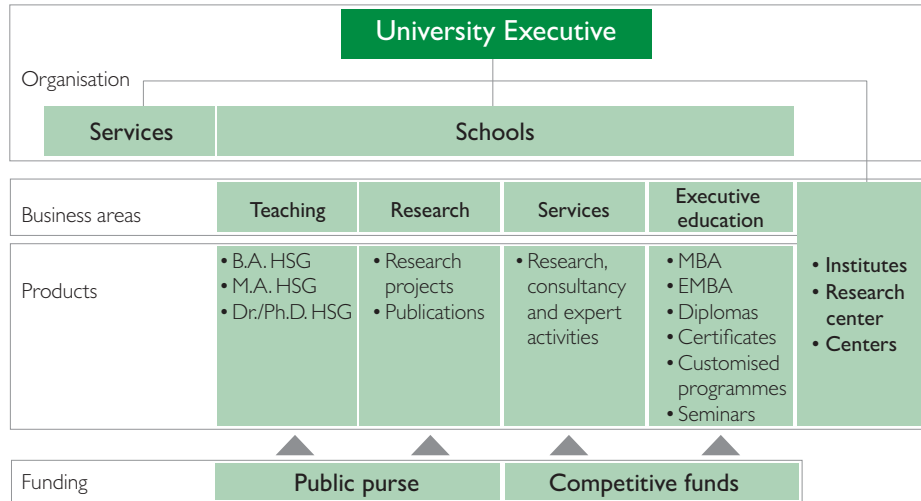
<p>e Employer of choice</p>
<p>We are recognised and sought after as an employer of choice with a work culture that values professional expertise, personal engagement, and team work.</p>

Knowledge

<p>f Integrated knowledge transfer</p>
<p>We provide internal and external information to our stakeholders in an innovative way.</p>

The University of St.Gallen (HSG)

The organisation of the University



Organisation of the University

President's Board

The President's Board runs the University of St.Gallen (HSG). The President is Prof. Dr. Thomas Bieger. Prof. Dr. Ulrich Schmid is Vice-President for External Relations, Prof. Dr. Lukas Gschwend is Vice-President for Studies & Academic Affairs, Prof. Dr. Kuno Schedler is Vice-President for Research & Faculty and Prof. Dr. Peter Leibfried is Vice-President for Planning & Development.

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 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 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. Klaus Möller	Prof. Paul Söderlind, Ph.D.	Prof. James W. Davis, Ph.D.	Prof. Dr. Benjamin Schindler	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) Marketing Management (MiMM, autumn 2019) 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 School) Executive MBA in General Management (Executive School) International Executive MBA (Executive School) Executive Master in Business Law for Manager (Executive School) Executive Master of Business Engineering (IWI)
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 (GCCl) Global Center for Entrepreneurship and Innovation (GCE&I) 		<ul style="list-style-type: none"> Global Center for International Economic Analysis (GCIEA) 			
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)



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

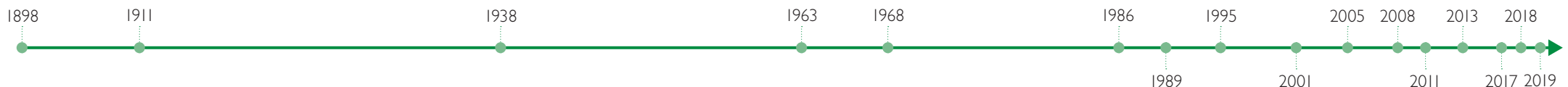


2017
Inauguration of the new teaching and research buildings at Müller-Friedberg-Strasse 6/8



2018
The voting public approved the Joint Medical Master in St.Gallen with 86 per cent. This Master's course 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



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 563,656 printed books/journal volumes and 3,962 non-books (DVDs, audio-books, CDs) and the 832 print journals, it provides access to over 168,000 e-books and 48,000 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.



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 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.



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, 50 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, other 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

Marco Jost, 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.

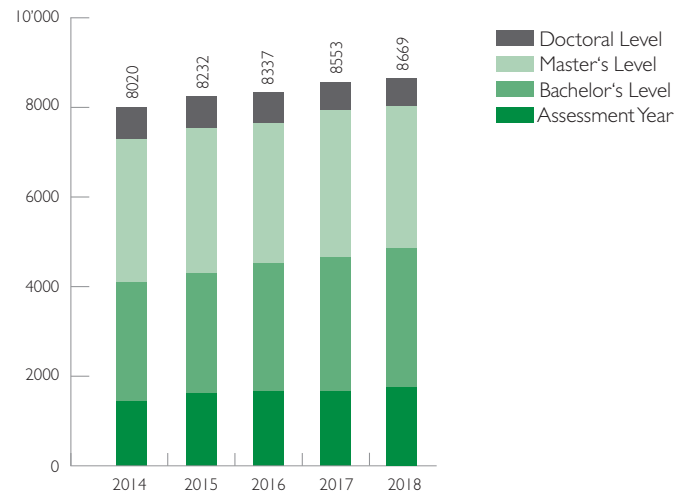


Teaching in a complex reality

Student statistics

From 2014 to autumn semester 2018, the number of students at HSG rose from 8,020 to 8,669. In 2018, 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 2018, a total of 3,098 women were studying at HSG, which is tantamount to a share of 36 per cent of the total number of students. Thus the women's share in the Assessment Year is 35 per cent, at the Bachelor's Level 35 per cent, and at the Doctoral Level 37 per cent.

One in three of our students are women.

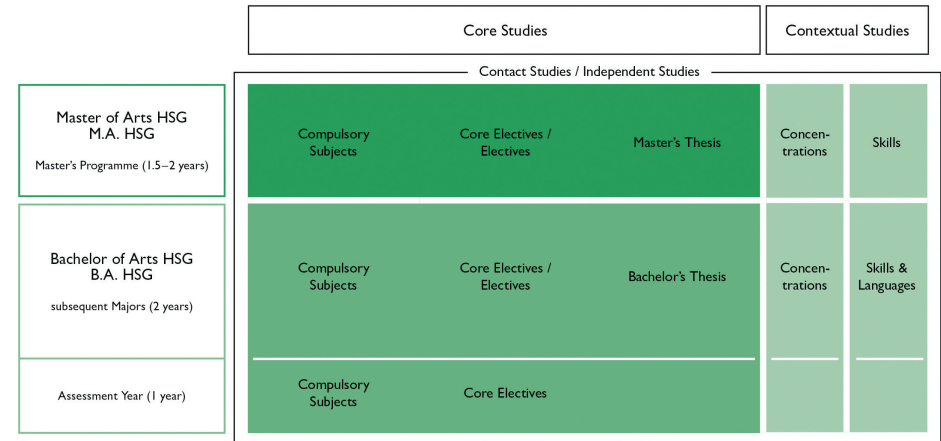


Student statistics, 2014-2018, additional certification programmes are included in Master's Level statistics



Detailed matriculation statistics for 2018

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 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) - Marketing Management (MiMM, autumn 2019)	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

	2014	2015	2016	2017	2018
Learning success					
B.A. graduates	73 %	72 %	75 %	73 %	81 %
M.A. graduates	74 %	80 %	83 %	88 %	84 %
Doctoral students	78 %	77 %	87 %	85 %	87 %
Overall satisfaction					
B.A. graduates	84 %	88 %	83 %	86 %	86 %
M.A. graduates	88 %	90 %	88 %	87 %	85 %
Doctoral students	76 %	85 %	85 %	86 %	84 %

Student self-assessment: proportion of positive assessments, 2014-2018

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

Swiss market shares

	2013	2014	2015	2016	2017
Bachelor's/Master's degrees					
Economic sciences	38 %	38 %	37 %	38 %	39 %
Legal sciences	5 %	5 %	5 %	5 %	7 %
Political sciences	14 %	15 %	15 %	16 %	18 %
Ph.D. degrees					
Economic sciences	62 %	55 %	56 %	56 %	59 %
Legal sciences	6 %	9 %	6 %	12 %	10 %
Political sciences	7 %	9 %	11 %	8 %	16 %

Swiss market shares of HSG degrees, 2013-2017 (latest survey of 2017)

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

Job hunting

78 per cent of the HSG Bachelor's graduates and 94 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 2.1 (B.A.) and 2.0 (M.A.) job offers.

Recruiting firms

In 2018, more than 562 national and international companies from various industries advertised about 2,329 jobs at HSG. About 84 companies from the Appenzell AR – St.Gallen – Lake Constance region.



Career platform
hsgcareer

Teaching in a complex reality

Executive education at HSG

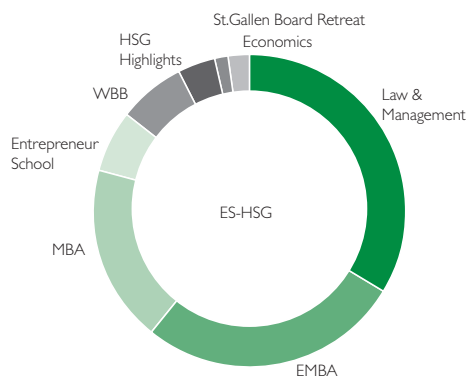
HSG believes that executive education is one of its central tasks besides offering degrees and research. Executive education courses are invariably characterised by practical relevance and topicality, without neglecting the theoretical basis. Today, HSG generates a turnover of CHF 50m with its executive 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: 40.4 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, 2018, total 1311, 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 2018 HSG defended its top ten position.

Financial Times Ranking	2014	2015	2016	2017	2018
European Business Schools Ranking	6.	4.	5.	4.	4.
Masters in Management	1. (SIM) / 5. (CEMS)	1. (SIM) / 4. (CEMS)	1. (SIM) / n.a. (CEMS)	1. (SIM) / 9. (CEMS)	1. (SIM) / 9. (CEMS)
Masters in Finance	6.	9.	7.	9.	6.
Executive Education	15.	15.	17.	16.	15.
Executive MBA	24.	22.	21.	19.	15.
Full-Time MBA	23.	20.	25.	22.	24.

Ranking results for degree programmes and executive education of the Financial Times Rankings, 2014-2018. The European positions are indicated.



Overview
Executive
education



Financial Times
Ranking

Research for society

Prof. Dr. Johanna Gollnhofer, Associate Professor for Marketing

Insights for society.

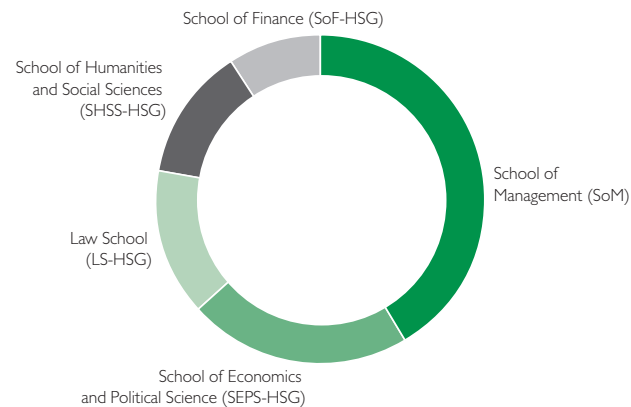
The focus of HSG research is on the expansion of scientific insight. With about 45,000 publications, the University creates added value for society.



Research for society

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 und School of Humanities and Social Sciences) employ 102 full professors (as at 31st of December 2018).



Distribution of HSG full professors among the five schools. Data in full-time jobs, 2018

Additionally, the University of St.Gallen employs 73 assistant professors, 33 senior lecturers, and 2 associate professors.

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 Centre for International Economic Analysis is committed to producing high-quality research, expert analysis, and practitioner engagement on international trade, economic development, and macroeconomics. This Centre is housed in the Swiss Institute for International Economics and Applied Economic Research (SIAW-HSG). With Frank Pisch (Ph.D. LSE), a new assistant professor has been hired. To date, a stream of renowned journal publications, reports for analysts and decision-makers, media coverage, and conferences have been delivered.

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 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

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 45,000 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 2018, the platform comprised about 45,000 publications. 32 per cent of these publications are openly accessible on the platform.



Research platform Alexandria

	2014	2015	2016	2017	2018
New publications	1,368	1,079	1,268	1,318	1,418

Number of new publications on Alexandria, 2014-2018

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.



Handelsblatt Ranking, Business Administration



Handelsblatt Ranking, Economics

“Little Green Bags” and “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. This is also done in the HSG's Little Green Bags video series, which zooms in on specialist topics like sustainability, responsibility and entrepreneurship. Based on the idea of academic seminars with a lunchtime snack, the so-called “brown bag lunches”, the Little Green Bags video series provides digital nibbles of knowledge. The two formats – “Academic GIFts” and “Little Green Bags” – are supported by the Agora fund for knowledge communication of the Swiss National Science Foundation.



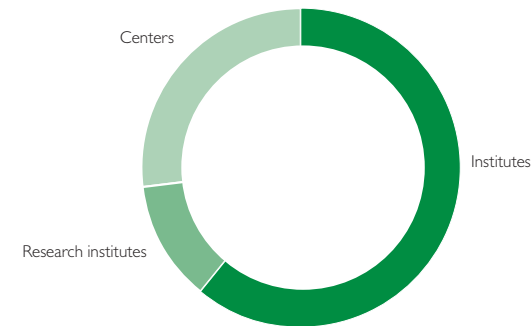
Little Green Bags

Research for society

Institutes and centres

HSG is characterised to a significant extent by its 42 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.

The 42 institutes, research institutes and centers are largely organised along autonomous and entrepreneurial lines.



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 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.

In 2019, Kilian Wagner was elected HSG Founder of the Year as a representative of VIU. In 2013, Kilian Wagner had set himself a demanding task when he set up VIU: to revolutionise the eyewear market. By now, the company has established itself as a pioneer in the field of eyewear. The prize of the Werner Jackstädt Foundation is awarded annually to innovative and sustainable HSG entrepreneurs.

Spin-Offs

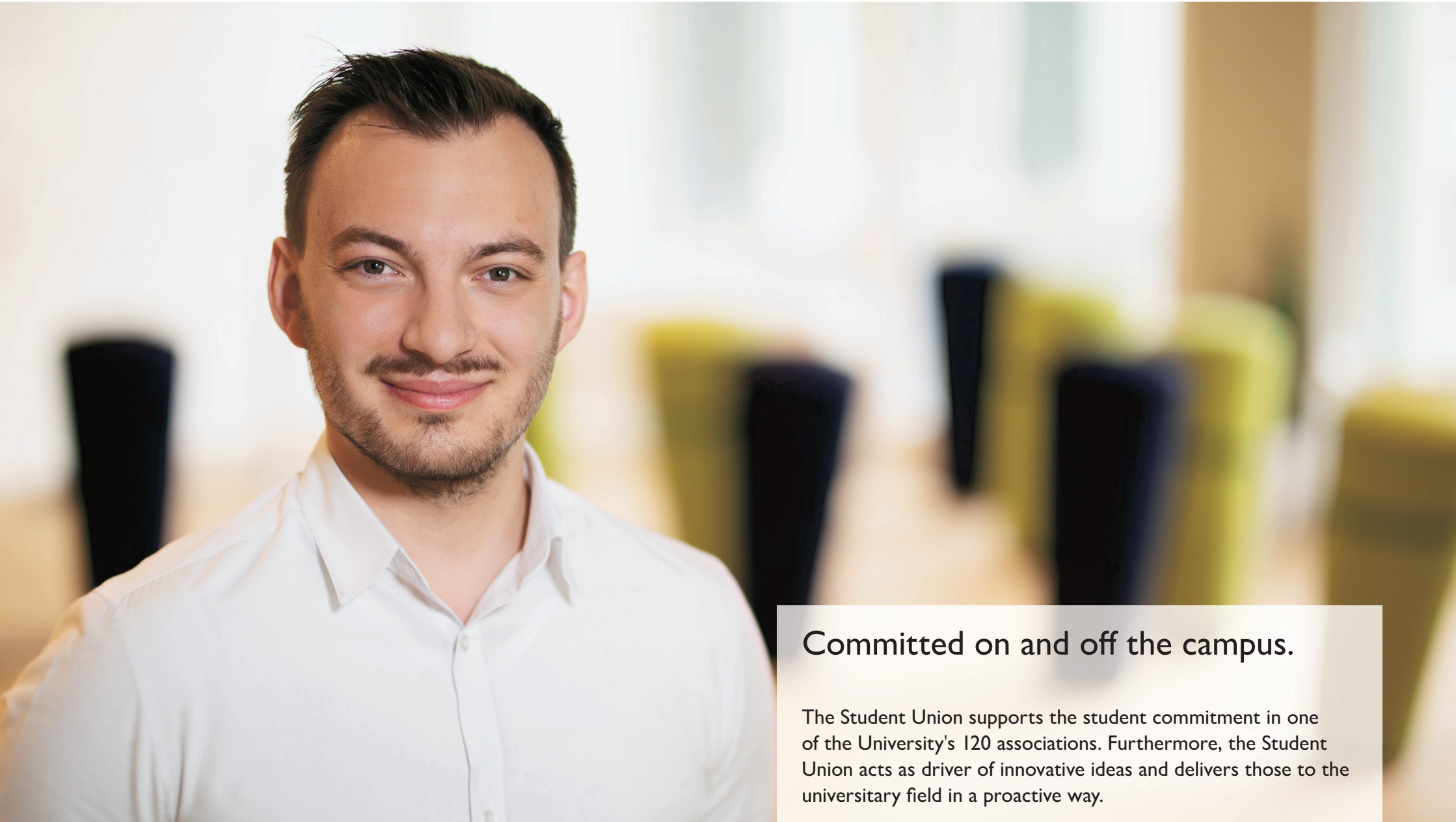
People who have successfully founded a company or have been working on a specific start-up project for a minimum of twelve months can apply for the spin-off label of the University of St.Gallen. Requirements include the stipulation that at least one of the founders is connected to the University of St.Gallen (HSG) and that a transfer of knowledge has taken place from studies, research or work. The label was launched in summer 2017. By now, 126 enterprises have been certified with the spin-off label.



Entrepreneurship at the HSG

Identity through community culture

Florian Martin Wussmann, President of the Student Union 2019/2020



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.

	2014	2015	2016	2017	2018
Bachelor's Level	52 %	55 %	52 %	55 %	59 %
Master's Level	40 %	39 %	41 %	43 %	44 %
Doctoral Level	26 %	26 %	32 %	27 %	22 %

Involvement in a student organisation of HSG, 2014-2018

Conferences and congresses

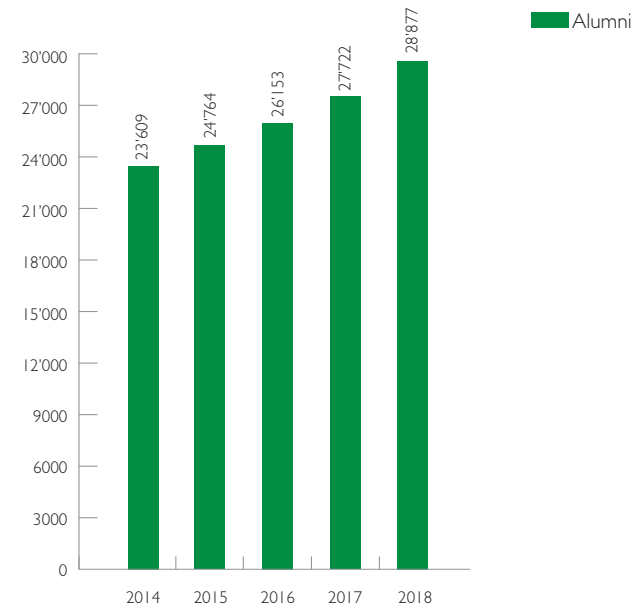
Every year, numerous events such as the St. Gallen Symposium (ISC), the founder's conference START Summit and the Swiss SME Day take place in St.Gallen.

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.

Life-long ties

HSG Alumni is the official alumni organisation of the University of St.Gallen. Since 2014, the number of HSG alumni has risen from 23,609 to 28,877. In the same period of time, the number of regional Alumni Clubs has risen to 194. 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, 2014-2018



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. Reports appear in local, regional, national and international media on a daily basis. In 2018, more than 12,000 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 thus 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.

	2014	2015	2016	2017	2018
National media presence					
Articles, total	9,573	9,862	9,987	8,952	9,936
of which outside the St.Gallen agglomeration	8,385	9,199	9,359	8,359	9,082
International media presence					
in Germany, Austria, UK, Singapore & Brazil	1,213	2,783	4,789	4,286	2,371

National and international media presence, University of St.Gallen, 2014-2018, 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 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, was visited by approx. 1.3 million internet users in 2018.

	2014	2015	2016	2017	2018
Website visitors	2,600,540	2,272,204	1,897,008	1,447,316	1,306,793
Facebook fans	28,758	35,197	44,113	51,633	56,561
Twitter follower	5,733	7,865	9,724	11,362	12,557
YouTube views	672,973	1,281,570	1,794,401	2,138,394	2,691,170
Pinterest follower	172	338	359	371	370
LinkedIn follower	24,013	30,686	38,352	47,617	56,759
Flickr views	4,818	16,084	24,467	27,967	31,480
Instagram follower	n.a.	n.a.	611	2,976	5,910

Development of the website and Social Media channels, 2014-2018. 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

Maria Pilar Bontomasi, Exchange student spring semester 2019



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 academic staff

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
- 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:

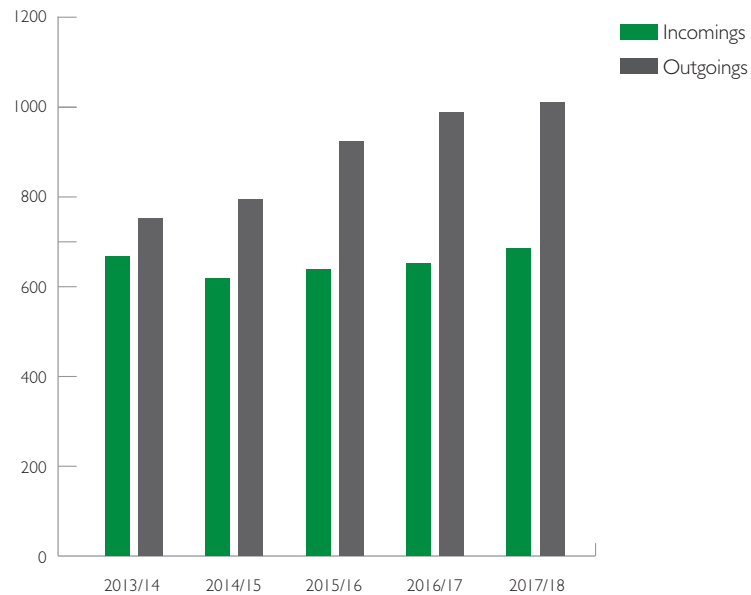
- CEMS Alliance
- ESADE, Barcelona, Spain
- Fletcher School, Tufts University, Boston, USA
- Fundação Getulio Vargas, São Paulo, Brazil
- HEC School of Management, Paris, France
- Institut d'Etudes Politiques (Sciences Po), Paris, France
- INCAE Business School, Costa Rica
- Nanyang Technical University, 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 2017/2018 HSG welcomed 638 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 683 to about 1003 today. 54 per cent of undergraduates and 52 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, 2013/2014-2017/2018



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: 6 English-language programmes
- Executive education: 26 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 2017/2018, some 4,400 people attended 76 lectures. In 2004, Switzerland's first Children's University was inaugurated. The four lectures in 2018 were attended by about 2,100 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 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 in HSG. The value created by HSG for the region accounted for five times that amount.

Effects on the regional economy

Overall budget		Public contributions	
Overall budget	CHF 225m	Canton of St.Gallen	CHF 49.2m.
Self-funding	49%	Confederation	CHF 32.1m
Value creation, region of St.Gallen	CHF 235.5m	Other cantons	CHF 40.4m
Value creation, region of St.Gallen per inhabitant	CHF 798		

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.

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 2017, it comprised approx. 43,000 publications, of which about 30 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 members' 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.

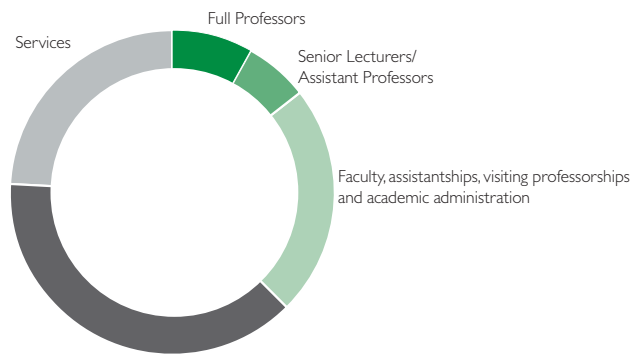
Internationalisation and regional roots

Employee statistics



HSG as an employer

With 3,204 employees, which is tantamount to 1170.7 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, 2018

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 2014 and 2018, the University's consolidated income rose by 11.7 per cent to CHF 245.6m. Measured against the yardstick of consolidated income, the contribution made by the Canton of St.Gallen decreased to 20.02 per cent.

Comparison in million CHF and per cent

	2014	2015	2016	2017	2018
Consolidated income, HSG	220.6	224.8	231.6	239.5	245.6
Contribution, Canton	45.2	44.6	49.2	49.2	49.2
Contribution, Canton, in %	20.51	19.85	21.24	20.54	20.02

Consolidated income of HSG and contribution by the Canton St.Gallen, 2014-2018

The contribution by the public purse per student decreased to CHF 14,191. 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	2015	2016	2017	2018
Contr. public purse/student	16,693	13,692	14,278	14,222	14,191
Funding Canton SG/student	6,602	5,420	5,899	5,750	5,673

Contribution of the public purse per student, 2005, 2015-2018

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 2018, 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 March 2019, pledges in the amount of CHF 50m had been made toward the large-scale project.



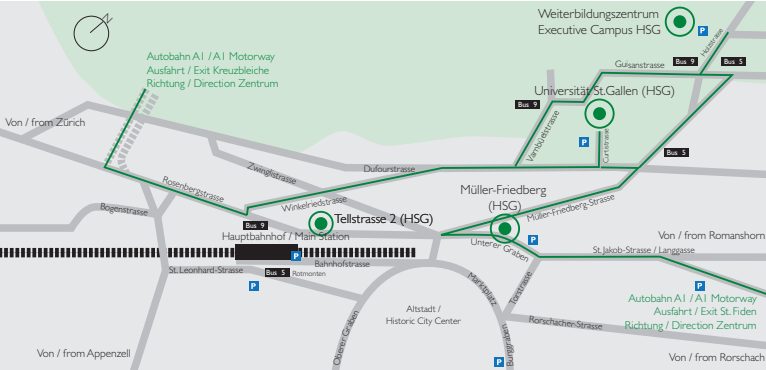
How to reach us

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.



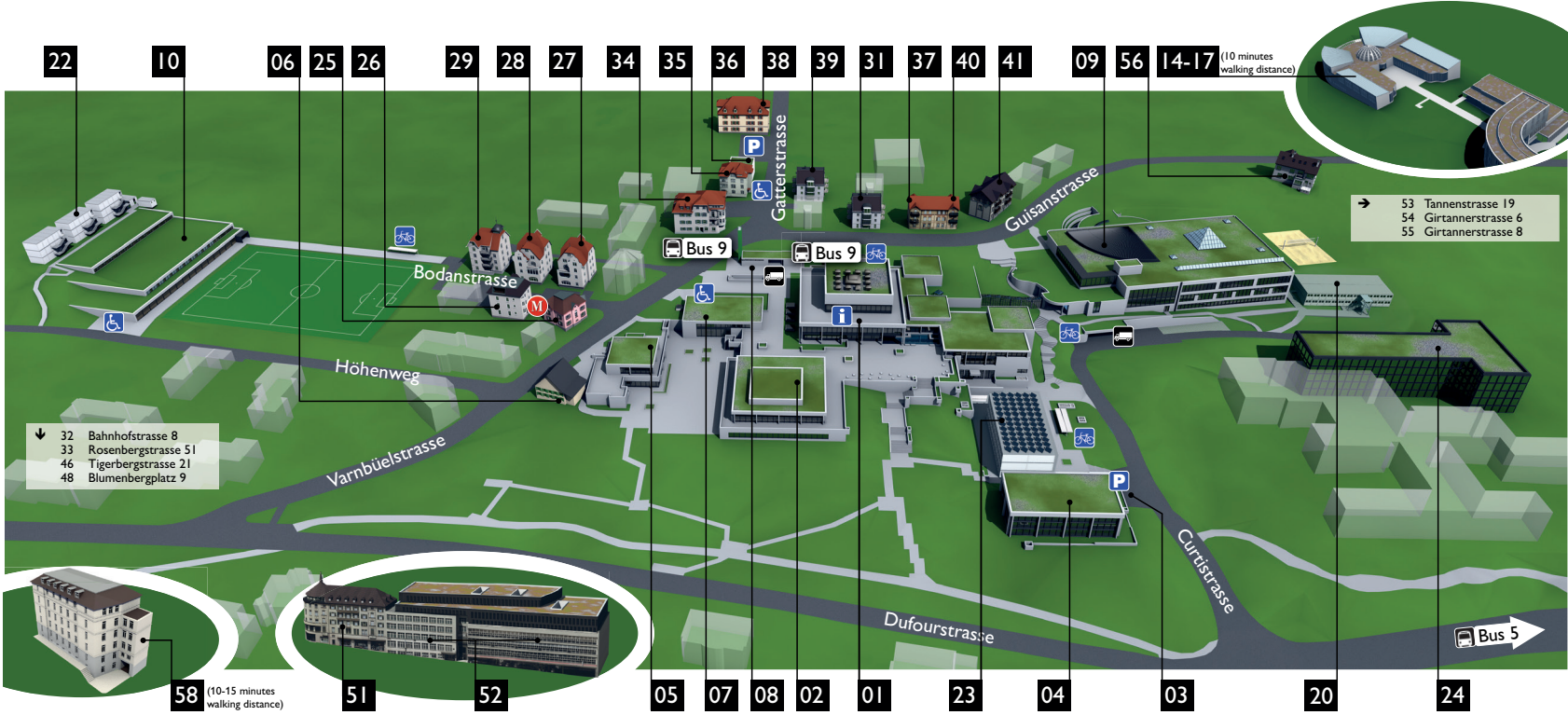
Route to St.Gallen

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

Campus map



01 Main Building	09 Library Building	31 Guisanstrasse 3	41 Guisanstrasse 11	Delivery of goods
02 Aula	10 Sports Hall	34 Varnbüelstr. 19 – Script Commission	51 Unterer Graben 21	Info Desk
03 Car Parking A	14-17 Executive Campus HSG	35 Gatterstrasse 1	52 Müller-Friedberg-Str. 6/8	Disabled Parking
04 Dufourstrasse 48	20 Provisional 1 – Offices	36 Gatterstr. 3 – Language Center	56 Guisanstrasse 36 Werner-Siemens-MLE-Haus	Bike Rack
05 Varnbüelstrasse 16	22 Provisional 3 – Teaching Facilities	37 Guisanstr. 7 – HSG Alumni	58 Tellstrasse 2	Car Parking
06 Kirchhoferhaus	23 Classroom Pavilion	38 Gatterstrasse 9 – Crèche	Bus line	Mobility Car Sharing
07 University Restaurant	24 Central Institute Building	39 Guisanstrasse 1a		
08 Service Building	25-29 Bodanstrasse 1-8	40 Guisanstrasse 9 – Student Union		

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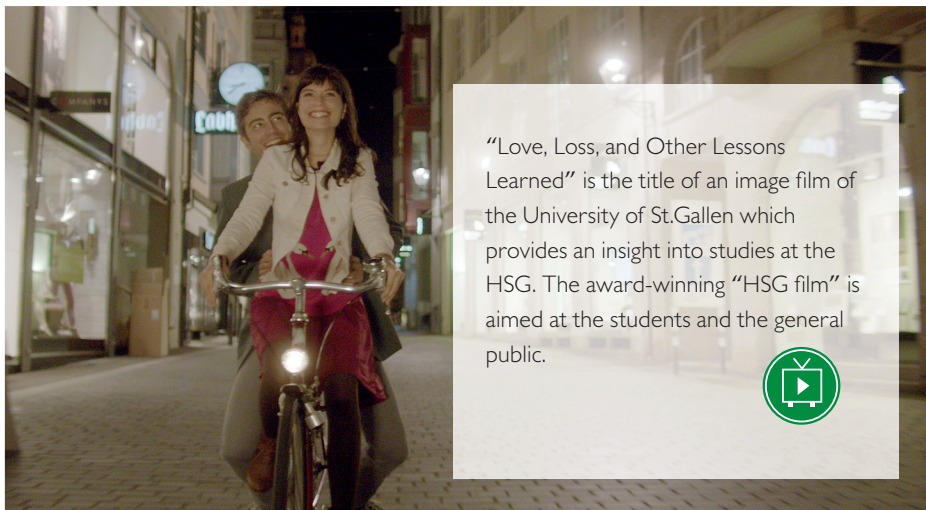
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