



University of St.Gallen



The HSG: a portrait

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Vision

As one of Europe's leading recognised globally as a place current economic, business, development of talent and act both entrepreneurially



business universities, we are
for thought leadership on
and social matters and for the
able to integrate perspectives
and responsibly.

General Principles

To this end, we strengthen and develop:

- the long-standing HSG culture of trust, mutual respect and cooperation between students, faculty, and administration;
- the integration of economic, legal, social and cultural perspectives, as well as international affairs, as a basis for analysing contemporary challenges in society and the economy;
- the promotion of lifelong learning from degree-course studies to executive education with the active involvement of the HSG's alumni;
- the involvement of students in the development of the HSG and their lifelong ties to the University;
- promoting interaction between faculty and students in an environment characterised by diversity;
- a research culture that prizes excellence and that is fully committed to academic freedom;
- entrepreneurial platforms – such as the institutes, course programmes and Schools – that attain the objectives of the University as a whole and are sustained by the initiative of students and faculty;
- the synergetic development of regional and international roots;
- an effective, inspiring campus infrastructure and a service-oriented administration;
- a size that permits the HSG to create its own profile to pursue a sensible internal division of labour and to enhance its position on the international academic arena, while still allowing for personal development and flexible, pragmatic structures.



The eleven-piece group of concrete sculptures by Alicia Penalba (Untitled, 1963) in front of the Main Building.

Specific Principles

Teaching and Learning

We offer talented and dedicated students a carefully calibrated range of majors that satisfy the highest international standards and are recognised as such. We strive for educational excellence by means of excellent teaching, transparent course structures and efficient administrative processes, while at the same time responding to the developments in cutting-edge knowledge and in the global labour market. We seek to inculcate both the skills to solve complex problems in a structured manner and the academic, social and cultural skills needed for all levels of lifelong learning. In this way, we educate entrepreneurial personalities with lifelong ties to the HSG whose actions are informed by social responsibility for the benefit of the economy and society.

People – Research – Added Value

With the HSG's working environment, we offer academics who are committed to undertaking scholarship and who are interested in interdisciplinary approaches a place for reflection which – thanks to our unqualified commitment to academic freedom – enables them to conduct research at the highest level of excellence. Through this research, we make a contribution towards the solution of current problems in the economy and in society while being globally perceived as an opinion leader in our analyses of selected issues.



Internationalisation and Regional Roots


As a consequence of the global presence of our research, the diversity of students and faculty, and the fact that we systematically enable both students and faculty to gather study and research experience in foreign countries, we have established and further the HSG's position in the worldwide university landscape. At the same time, we cultivate and reinforce the HSG's roots in the city and the canton by increasing the public's level of awareness of the region and guarantee the region's access to international knowledge. 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.

Entrepreneurship and Financial Power

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, we cultivate a sense of entrepreneurship that is in the interest of the University as a whole. For largescale innovation projects, we look to forms of mixed public/private funding while at the same time considering new business models for the University over the longer term. With the help of a high proportion of third-party resources and long-term sponsorship revenues, we are able to further open up and expand the range of our academic activities and strategic scope. In all this, we are aware of the special responsibility that as a public institution we bear for how we meet these challenges.



The University of St.Gallen (HSG)



“More than 7,300 students, thousands of participants in our executive education programmes, over 80 professors, as well as almost 500 lecturers and researchers, all in all 2,600 members of staff, create a place of thought leadership, research and teaching in St.Gallen – the University of St.Gallen (HSG).”

Prof. Dr. Thomas Bieger, President

The University of St.Gallen (HSG)

The organisation of the HSG

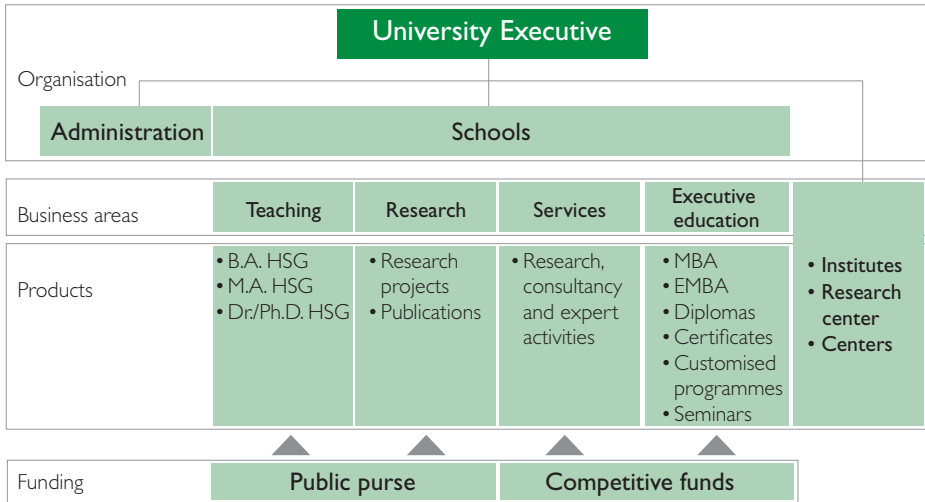


Fig. 1: Organisation of the HSG since January 2011

President's Board

The President's Board directs the University of St.Gallen (HSG). Prof. Dr. Thomas Bieger has been President since 2011. Prof. Dr. Ulrike Landfester is Vice-President, Internationalisation and Regional Relations, Prof. Dr. Vito Roberto is Vice-President, Teaching and Prof. Dr. Torsten Tomczak is responsible for the field of research.

Further members of the President's Board are Markus Brönnimann (Executive Director), Hildegard Kölliker (General Counsel), Dr. Jan Metzger (Dean of Studies), Dr. Jürgen Brücker (Head of External Relations & Development) and Marius Hasenböhler (Head of Communication).



Schools and the ES-HSG

The 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. (Fig. 2)

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

ES-HSG with special tasks

Executive education is offered by the “Sixth School”, the Executive School of Management, Technology and Law (ES-HSG), 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 the 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
	Prof. Dr. Kuno Schedler	Prof. Dr. Karl Frauendorfer	Prof. Dr. Monika Büttler
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)
Master's programmes	<ul style="list-style-type: none"> Information, Media and Technology Management (IMT), renamed as of autumn 2013: Business Innovation (MBI) Marketing, Service and Communication Management (MSC) Accounting and Finance (MAccFin) Strategy and International Management (SIM) Business Management (MUG) Organization Studies and Cultural Theory (MOK)* 	<ul style="list-style-type: none"> Banking and Finance (MBF) 	<ul style="list-style-type: none"> Economics (MEcon) Quantitative Economics and Finance (MiQE/F) International Affairs and Governance (MIA)
Doctoral programmes	<ul style="list-style-type: none"> Economic Sciences with special focus on <ul style="list-style-type: none"> Accounting Business Innovation International Business Strategy & Management Marketing 	<ul style="list-style-type: none"> From autumn 2013: Finance (PiF) 	<ul style="list-style-type: none"> Economics and Finance (PEF) International Affairs and Political Economy (DIA)
Profile areas	<ul style="list-style-type: none"> Responsible Corporate Competitiveness Business Innovation 	<ul style="list-style-type: none"> System-wide Risk in the Financial System 	<ul style="list-style-type: none"> Quantitative Economic Methods Global Democratic Governance Economic Policy

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



LS-HSG
Law School

Prof. Dr. Lukas Gschwend

- Major in Law and Economics (BLE)
- Major in Law (BLaw)

- Law (MLaw)
- Law and Economics (MLE)
- From autumn 2013: International Law (MIL)

- Law (DLS)

- Business Enterprise – Law, Innovation and Risk

SHSS-HSG
School of Humanities
and Social Sciences

Prof. Dr. Ulrich Schmid

- Organization Studies and Cultural Theory (MOK)*

- Organization Studies and Cultural Theory (DOK)

- Cultures, Institutions and Markets

ES-HSG
Executive School of Management,
Technology and Law

Prof. Dr. Winfried Ruigrok

- Master of Business Administration (MBA-HSG)
- Executive MBA in General Management (EMBA-HSG)
- International Executive MBA (IEMBA-HSG)
- Omnium Global Executive MBA in General Management (GEMBA-HSG)
- Executive Master of Business Engineering (EMBE-HSG)
- Executive Master in Financial Services and Insurance (MBA-FSI)
- Executive Master of European and International Business Law (M.B.L.-HSG)
- Executive Master für Technologiemanager

Fig. 2: Schools and the ES-HSG



Schools in the internet

The HSG – an overview

More than **7,300** students
at the Bachelor's, Master's
and Doctoral Levels.

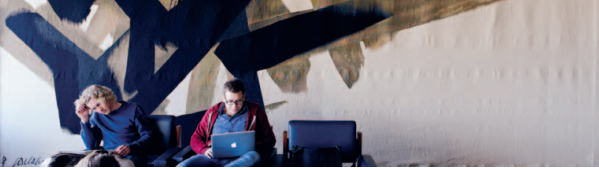
25% international
students.

31% women.

5 Schools.

5 Bachelor's,
13 Master's and
6 doctoral programmes.

Network with
about **170** partner
universities worldwide.



7th place in the
Financial Times Ranking
of European Business
Schools.

Over **30,000** publications
about research results of
the HSG on Alexandria.

140 Alumni
Clubs on
5 continents.

More than **21,000**
Alumni members.

Over **2,600** people
work at the University
of St.Gallen.

41 institutes,
research institutes
and centers.

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

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



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)

1898

1911

1938



1963
Relocation to the Rosenbergschule 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 the HSG's sole funder



2006
Introduction of transinstitutional cooperation centers (HSG Centers)

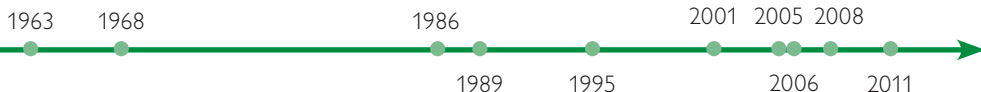


2008
Inauguration of the Executive Campus HSG, an extension to the Executive Campus HSG and a new building with 54 hotel rooms



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 buildings of the University of St.Gallen.



The Campus: a dialogue between art and architecture

The compact Campus, short distances and a modern infrastructure support students in their individual and joint learning efforts and in their everyday life at the University. The extensive range of media available and the wealth of books and journals in the Library are remarkable: The open-access library contains more than 600,000 bound books, more than 100,000 e-books and over 30,000 electronic journals.

The 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, 42
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.

After the renovation in 2010, seven new works of art were added to the collection in the Main Building, the Restaurant, the Sports Hall and the Executive Campus HSG.



Picture gallery,
works of art




Videos:
interviews with
artists



The "Standing Man" by Alberto Giacometti (1960).



Teaching and Learning



“About 80 per cent of students at the Bachelor’s and Master’s Levels work during their studies, as I do. Work makes a change from my everyday university life and gives me some financial leeway.”

Marina Baumeler, Bachelor in Business Administration

Student statistics

From 2008 to Autumn Semester 2012, the number of students at the HSG rose from 5,928 to 7,325. Newcomers to the Master's Level account for a great part of the growth. 2012, 39.7 per cent of all Master's students at the HSG hold a Bachelor's degree from another university. The proportion of women at the HSG continues to grow. In Autumn Semester 2012, a total of 2,334 women were studying at the HSG, which is tantamount to a share of 31.86 per cent. Thus the women's share in the Assessment Year is 35 per cent, at the Bachelor's and Master's Level 31 per cent each, and at the Doctoral Level 34 per cent.

One in three of our students are women.

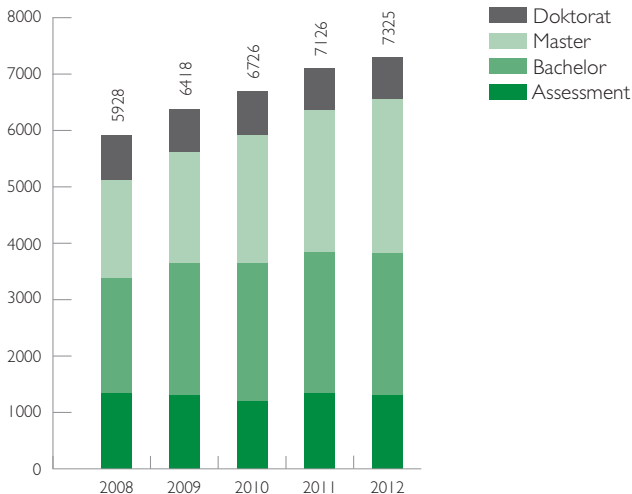


Fig. 3: Student statistics 2008-2012



Detailed
matriculation
statistics for 2012



Degree-course architecture

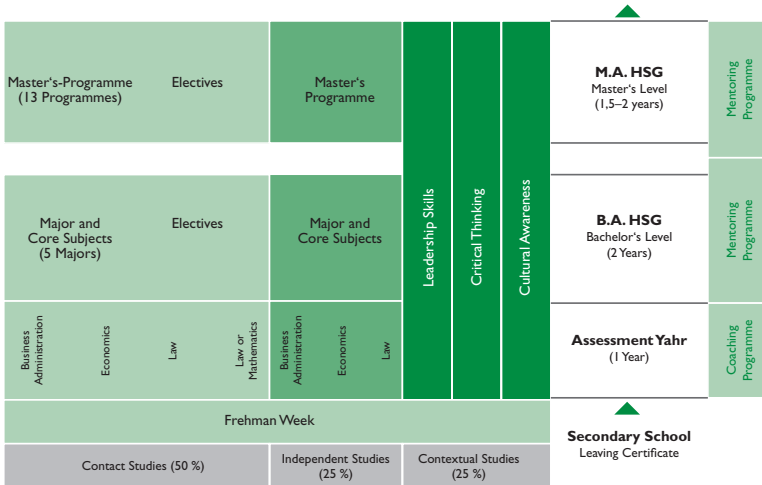


Fig. 4: Three levels, three pillars: the course architecture of the University of St.Gallen

At the HSG, undergraduate studies start with the Assessment Year, which is offered in German and English. Studies at the Bachelor's Level lead to the first academic degree. The more specialised Master's Level provides graduates with a clear academic profile.

Studies at all Level consist of three subject-related/didactic pillars, contact studies, independent studies and contextual studies. With this model, the HSG does justice to the need of society and of trade and industry from graduates with intellectual flexibility and intercultural qualifications.

Teaching and Learning

Studies

Degree courses

Bachelor's Level

Languages

Business Administration (BWL)

E/G

Economics (VWL)

E/G

International Affairs (BIA)

E/G

Law (BLaw)

G

Law and Economics (BLE)

G

Master's Level

Information, Media and Technology Management (IMT)
renamed as of autumn semester 2013: Business
Innovation (MBI)

G

Marketing, Services and Communication Management
(MSC)

E/G

Accounting and Finance (MAccFin)

G

Banking and Finance (MBF)

E

Strategy and International Management (SIM)

E

Business Management (MUG)

G

Management, Organization Studies and
Cultural Theory (MOK)

G

Economics (MEcon)

E/G



Quantitative Economics and Finance (MiQE/F)

E

International Affairs and Governance (MIA)

E/G

International Law (MIL) (from autumn semester 2013)

E

Rechtswissenschaft (MLaw)

G

Law and Economics (MLE)

G

Ph.D. Level

Management (PMA) with focus on

Accounting

E/G

Business Innovation

G

International Business

E

Strategy & Management

E

Marketing

G

Economics and Finance

E

Finance (PiF) (from autumn semester 2013)

E

International Affairs and Political Economy (DIA)

E/G

Organization Studies and Cultural Theory (DOK)

E/G

Law (DLS)

G



Degree-course
programmes in
the internet

Student commitment

Half of our students are actively involved in one of the approx. 100 associations and initiatives.

Besides purely specialised knowledge, HSG degree courses focus on personality development. The assumption of personal responsibility is the core idea of the course architecture with Bachelor's and Master's degrees developed on the occasion of the Bologna reforms.

According to the motto, "One day we'll leave the university we have helped to shape", about half of all the students are involved in one of the approx. 100 associations and initiatives. Despite the time-consuming workload caused by their degree courses, almost half of all the students at the Bachelor's and Master's Level are still involved in such activities, the St. Gallen Symposium (ISC) which has been organised by students since 1969 is a case in point.

	2008	2009	2010	2011	2012
Bachelor's Level	59 %	51 %	54 %	55 %	58 %
Master's Level	35 %	46 %	46 %	51 %	40 %
Doctoral Level	n. a.	28 %	29 %	28 %	23 %

Fig. 5: Involvement in a student organisation of the HSG 2008-2012





Satisfaction

	2008	2009	2010	2011	2012
B.A. graduates	77 %	76 %	70 %	75 %	71 %
M.A. graduates	81 %	81 %	77 %	80 %	77 %
Doctoral students (course assessment)	n. a.	86 %	71 %	72 %	88 %

Fig. 6: Student self-assessment: proportion of positive assessments of learning success 2008-2012

The HSG graduates' high degree of satisfaction with their learning is gratifying. Positive assessments account for 71 per cent among Bachelor graduates, 77 per cent among Master graduates and 88 per cent among the Doctoral graduates.

Swiss market shares

	2007	2008	2009	2010	2011
Bachelor's/Master's Levels					
Economic sciences	30 %	31 %	34 %	36 %	38 %
Legal sciences	6 %	5 %	6 %	5 %	5 %
Political sciences	16 %	12 %	13 %	17 %	13 %
Doctoral Level					
Economic sciences	58 %	66 %	62 %	64 %	57 %
Legal sciences	9 %	10 %	7 %	6 %	14 %
Political sciences	7 %	15 %	13 %	7 %	8 %

Fig. 7: Swiss market shares of HSG degrees 2007-2011 (current survey of 2011)

Teaching and Learning

Studies and the labour market 2012

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

73 per cent of the Bachelor HSG graduates and 94 per cent of the Master HSG graduates had at least six months' professional experience at the time of their graduation.

More than 80 per cent of Bachelor and Master graduates had a fixed job at the time of their graduation.

Job-hunting

81 per cent of B.A. HSG graduates and 83 per cent of M.A. HSG graduates already have a regular job at the time of their graduation and are able to choose from among an average of 1.9 job offers.

Recruiting firms

In 2012, 319 companies advertised 1,266 jobs at the HSG. Of these, 172 are companies from the Appenzell AR – St.Gallen – Lake Constance region.





Life-long ties

HSG Alumni is the official alumni organisation of the University of St.Gallen. Since 2008, the number of active HSG alumni has risen from 19,151 to 21,274. In the same period of time, the number of regional Alumni Clubs has risen from 83 to 140. Today, there are HSG Alumni Clubs on five continents.

HSG Alumni is regarded as one of Europe's biggest and most professional alumni organisations. Its activities are divided up into the areas of friend-raising, brain-raising and fundraising.

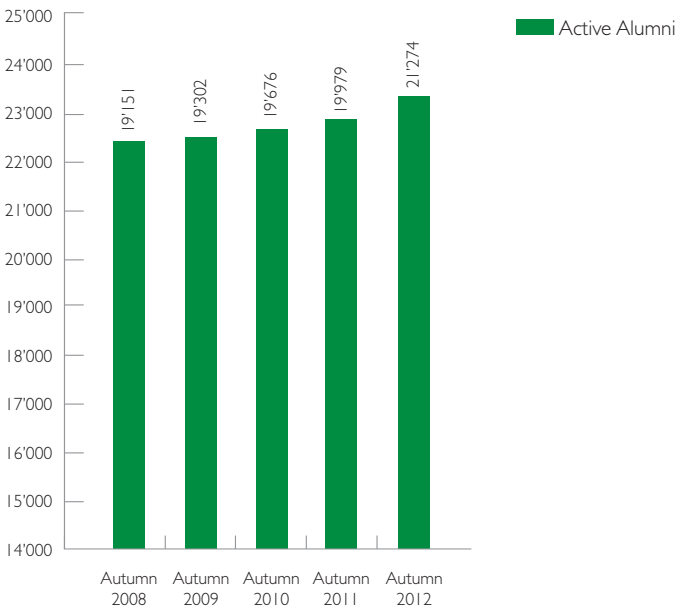


Fig. 8: Development, Alumni members 2008-2012



Teaching and Learning

Rankings

For the HSG, two rankings are of central importance. They are of internationally significant while at the same time correspond to the University's range of activities in teaching and executive education: the Financial Times Ranking and the CHE Ranking. In the Financial Times, the University managed a significant leap into the Top Ten in the European Business School Ranking, in which the positions in the five individual rankings are aggregated. In the CHE ranking, the HSG has maintained its position in the European top group.

In 2012, the HSG attained its goal: the Top Ten.

Financial Times Ranking	2008	2009	2010	2011	2012
Full-Time MBA	n. a.	n. a.	n. a.	30.	23.
Executive Education	14.	13.	16.	15.	17.
Master in Finance	n. a.	n. a.	n. a.	12.	5.
Master in Management	3. (CEMS)	1. (CEMS)	4. (SIM) / 2. (CEMS)	1. (SIM) / 3. (CEMS)	1. (SIM) / 2. (CEMS)
Executive MBA	24.	20.	22.	31.	26.
Metaranking (Overall)	30.	30.	16.	12.	7.

Fig. 9: Ranking results for degree courses and executive education of the Financial Times Ranking 2008-2012. The European positions are indicated.



Financial Times
Ranking

CHE Ranking	2005	2008	2009	2011
Excellence Ranking for Master's programmes in Economics	n. a.	n. a.	Top group	n. a.
Management	Top group	Top group	n. a.	Top group
Economics	Top group	Top group	n. a.	Top group
International Affairs	n. a.	Top group	n. a.	Top group
Legal Sciences	Top group	n. a.	n. a.	n. a.

Fig. 10: Ranking results for degree courses and executive education of the CHE Ranking 2005-2011. The Ranking of the Center for Higher Education (CHE) makes a distinction between top, middle and bottom group.



CHE Ranking



Executive education at the HSG

The University of St.Gallen believes that executive education is one of its central tasks besides degree-course teaching and research. Executive education courses are invariably characterised by practical relevance and topicality, without neglecting the theoretical basis. Today, the HSG generates a turnover of almost CHF 30m with its executive education. The providers of executive education are the institutes and the Executive School of Management, Technology and Law (ES-HSG).

Institutes

The 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.



Overview
Executive
education

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 the HSG's internationality: 45.7 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.

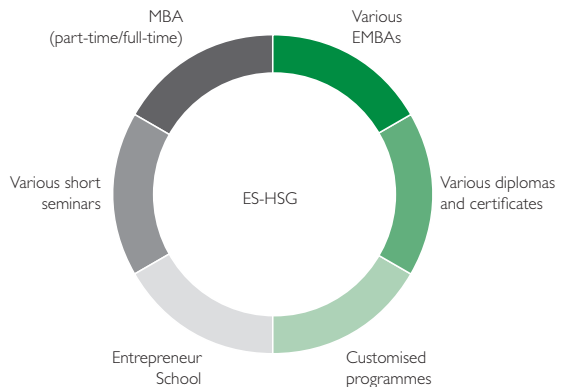



Fig. 11: The ES-HSG's fields of activity



People – Research – Added Value



“On the one hand, the HSG conducts problem-solution-oriented basic research, and on the other hand, it offers research-based teaching. As a young researcher, I receive concerted encouragement from the University.”

Berit Gerritzen, doctoral student in Economics and Finance and member of the research staff at the Swiss Institute for International Economics and Applied Economic Research (SIAW-HSG)

Five Schools

The Schools (School of Management, School of Finance, School of Economics and Political Science, Law School und School of Humanities and Social Sciences) employ 90 professors (number of persons, as at 1 August 2012).

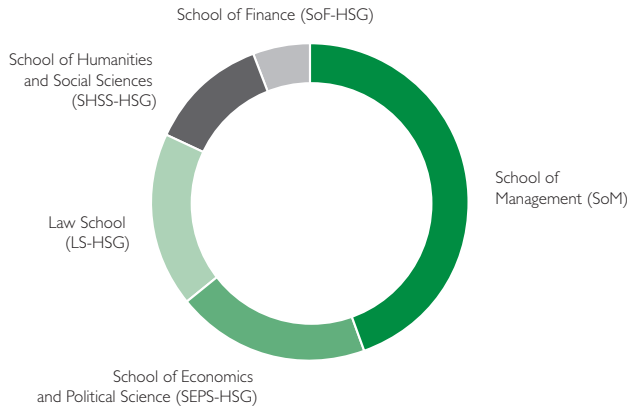


Fig. 12: Distribution of the HSG professors among the five Schools. Data in full-time jobs, 2012



Strategic cooperation ventures

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

SAP Research Center, since 2006

Cooperation with SAP in the application and use of new types of corporate software. Part of SAP's worldwide research network.

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.

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, the 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.

Fig. 13: Strategic cooperation projects in research (selection)

Issue-related research – profile areas

In the profile areas of the University of St.Gallen, fields of expertise are combined in an intradisciplinary and interdisciplinary way, with the objective of delivering top-level academic achievements with a European impact in relevant fields of teaching and research.

Each School of the HSG is responsible for at least one profile area. The profile areas cover relevant fields of research in which the University intends to assume or retain a leading role in the future.

School of Management

Business Innovation

The profile area aims to position the University of St.Gallen perspective as one of the leading academic institutions in Europe in the field of business innovation. For this purpose, the HSG should be present in all areas relevant to the issue of business innovation, and combine top-level academic research with outstanding transfer services into practice.

Responsible Corporate Competitiveness

This profile area's activities focus on the challenges of responsible corporate management and strategy. Specifically, the question arises as to the organisational and individual skills required for the mastery of central fields of tension in multi-unit companies, i.e. in firms with more than one unit in the sense of products, customer groups, geographical markets, etc.

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 Economics and Political Science

Quantitative Economic Methods

The Quantitative Economic Methods profile area has its core competencies (and strengths) in the combination of research and teaching. This profile area provides the methodological cornerstones in mathematics, statistics and econometrics which are crucial to demanding consultancy work in the field of economic policy.

Global Democratic Governance

The Global Democratic Governance profile area explores the causes, effects and the democratic legitimation of new forms of governance. Its goals are the scientific exploration of the shifts and growing gap between a globalised economic, trade and investment system, on the one hand, and the political decision-making process and the democratic representation channels that are still rooted in the territorially limited nation states, on the other hand.

Economic Policy

The core competence of the Economic Policy profile area lies in the examination and communication of knowledge about the interactions between markets and governments. It aims to attain an understanding of the functional mechanisms of markets and alternative institutional arrangements and their interdependence.

School of Humanities and Social Sciences

Cultures, Institutions and Markets

This profile area stands for outstanding research and teaching in the humanities and social sciences that focuses on the issue of "Cultures, Institutions and Markets" at the interfaces with the legal, political and economic sciences.

Law School

Business Enterprise – Law, Innovation, Risk

The profile area examines the interactions between law, innovation and risk in a corporate context. Research work aims to examine law as a means for the promotion of innovation and the control of innovation-related risks. The focus is on law as an instrument for the promotion of technical, informational and institutional innovations in companies and as a means for the allocation and mastery of concomitant risks.

Research platform Alexandria

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

More than 30,000 publications on research results of the 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 2012, the platform comprised more than 30,000 publications and recorded over 5 million page impressions.

	2008	2009	2010	2011	2012
New publications	1085	1191	1105	1317	1260

Fig. 14: Number of publications on Alexandria, 2008-2012.

	2008	2009	2010	2011	2012
Page impressions	4,065,335	5,656,186	3,715,785	3,812,484	5,061,091
Visits	636,636	732,695	665,189	739,425	894,264

Fig. 15: Number page impressions and visits on Alexandria, 2008-2012.





Handelsblatt Research Ranking

In the first Handelsblatt Ranking in Business Administration, the University of St.Gallen occupied 2nd place in German-speaking Europe. In 2012, the HSG moved up to 1st place, followed by the Universities of Vienna and Zurich. In 2010 and 2011, the Handelsblatt ranked research in economics at the universities of German-speaking Europe. Here, the HSG occupied 9th place. 1st place was occupied by the University of Mannheim.

	2009	2010	2011	2012
Research in Economics	2.	n. a.	n. a.	1.
Research in Management	n. a.	8.	9.	n. a.

Fig. 16: Research ranking results of the Handelsblatt Ranking, 2009-2012



Handelsblatt
Ranking, Business
Administration



Handelsblatt
Ranking,
Economics

Conferences and congresses

Every year, several dozen external events such as the St. Gallen Symposium (ISC), the Women's Networking Workshop and the Eastern Swiss Chamber of Industry and Commerce Symposium take place on the Rosenberg.

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




Conferences
and congresses
at the HSG



"Three Plages" by Gottfried Honegger (2000-2002).



Internationality and Regional Roots



“Thanks to its students and faculty from 80 nations, the University of St.Gallen is a place with international flair. With the help of local students, I soon got to know St.Gallen and the region.”

Juan David Vargas Lopez, exchange student from the Universidad de los Andes, Bogotá

Internationality and Regional Roots

International students

In today's global economic and educational world, specialist qualifications must be complemented by an understanding of other cultural areas. With a high degree of cultural diversity on its Campus, the HSG enables students to already experience internationality in their

**All in all, students
from 80 nations
are matriculated
at the HSG.**

everyday university life. To be able to ensure a good numerical balance between Swiss and foreign students, the proportion of foreign students in degree courses from the Assessment Year to the Master's Level has been limited to a maximum of 25 per cent.

International faculty

About 64 per cent of the HSG's faculty are of foreign origin (including double citizen)

Accreditations

The University of St.Gallen is one of the frontrunners in the field of business education. This is confirmed by international seals of approval. The HSG has been accredited with EQUIS since 2001 and with AACSB since 2003. It thus bears the most important national seals of approval for business schools.



International partnerships

The HSG is a member of CEMS, PIM, APSIA and GBSN and encourages exchanges with other universities. At the Master's Level, double degrees are possible with:

- CEMS Alliance
- Copenhagen Business School, Denmark
- ESADE, Barcelona, Spain
- Fletcher School, Tufts University, Boston,
- Fundação Getulio Vargas, São Paulo, Brazil
- HEC School of Management, Paris, France
- Institut d'Études Politiques (Sciences Po), Paris, France
- 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



HSG network in
the Internet

Internationality and Regional Roots

Partner universities

The HSG has extended its partner university network in the last few years. Thus the number of partner universities at home and abroad rose

to 170 reputable universities worldwide in 2012. In 2011/2012, the HSG welcomed 497 students who studied at the HSG for a guest semester. In 2007/2008, the number of guest students was only 378. Over the same period of time, the number of HSG students spending a guest semester at a

partner university has increased from 357 to about 590 today. 23 per cent of undergraduates and 29 per cent of all students at the Master's Level of the HSG spend at least one semester abroad.

One in five of all students spends at least one semester abroad.

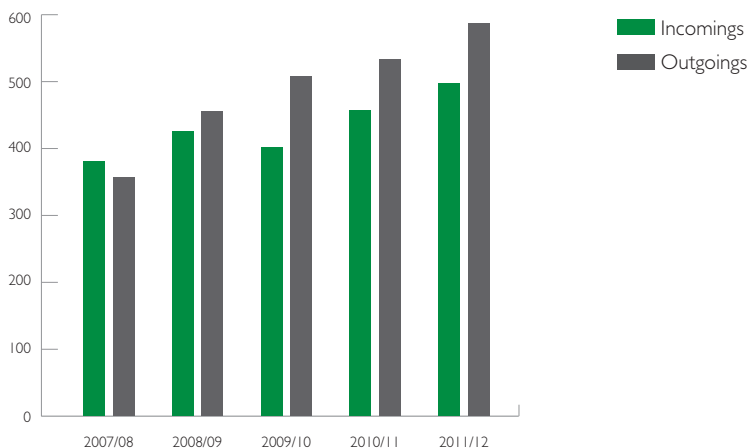


Fig. 17: Development of incoming and outgoing students at the HSG, 2008-2012



exchange.unisg.ch



Integration of English

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

- Assessment Year: English-language Assessment Year possible
- Bachelor's Level: 3 bilingual programmes
- Master's Level: 7 English-language programmes
- Doctoral Level: 6 English-language programmes
- Executive education: 16 English-language programmes

Internationality and Regional Roots

Regional impact of the HSG

The regional relations of the University of St.Gallen for the year 2010 were examined with regard to their impact on the regional economy,

In 2010, the Canton invested CHF 38m in the University. The value created by the HSG for the region accounted for five times that amount.

the exchange of knowledge, university and executive education, as well as the cultural and social life of the St.Gallen region.

Regionalwirtschaftliche Effekte

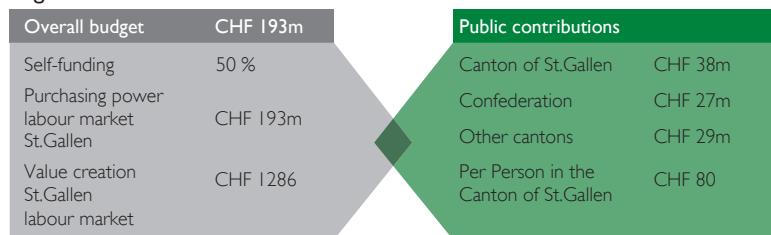


Fig. 18: Honorary work done by HSG staff

Regional value creation provides information about the increase in value in the region generated by the University of St.Gallen, as well as by students and participants in executive education courses. In 2010, these actors together spent some CHF 400m. 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 201m or CHF 874 per capita.

The overall budget of the University of St.Gallen for 2010 amounted to CHF 193m, about CHF 38m (19.6 per cent) of which came from the Canton of St.Gallen. This contribution amounts to approximately CHF 80 per inhabitant of the Canton of St.Gallen.





Exchange of knowledge

The HSG exchange of knowledge takes place at various levels. The services are not only aimed at students and regional enterprises but also at the general public. Furthermore, University members participate in the social life of the region. 50 per cent of staff are actively involved in the region. Their activities range from sporting activities (25 per cent) and cultural activities (14 per cent) to political involvement (4 per cent) (Fig. 19).

In addition, the HSG's professors contribute their knowledge to 200 firms and foundations, 75 (38 per cent) of which are located in the region.

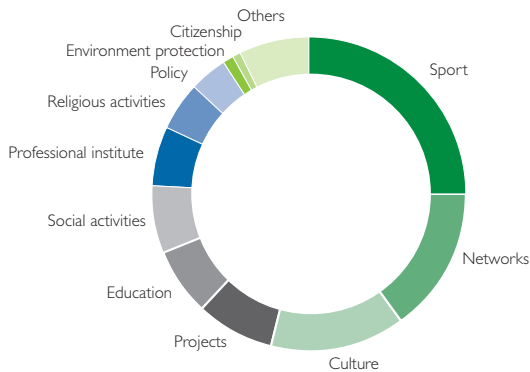


Fig. 19: Honorary work done by HSG staff

Internationality and Regional Roots

Media presence development

The University is referred to in the media 28 times a day – including twice in leading international media.

The activities of the University of St.Gallen have an impact both within and beyond the regional borders.

Since 2008, an increase in values has been registered both in Switzerland and abroad, particularly in Germany, Austria, the UK, Singapore and Brazil. 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.

	2008	2009	2010	2011	2012
Articles, total	5488	10,261	8044	9335	10,246
of which outside the St.Gallen agglomeration	4094	8020	7208	8067	9022
Advertising equivalent value (AEV) in CHF 1,000, total	11,603	13,703	9844	17,606	19,211
of which AEV outside the region St.Gallen	9974	11,366	8889	14,502	15,224

Fig. 20: Media presence, University of St.Gallen, 2008-2012, Argus

Number of staff

With 2,624 employees, which is tantamount to 897.3 full-time jobs, the HSG is among the ten biggest employers in the Canton. 67 per cent of employees live in the St.Gallen region.

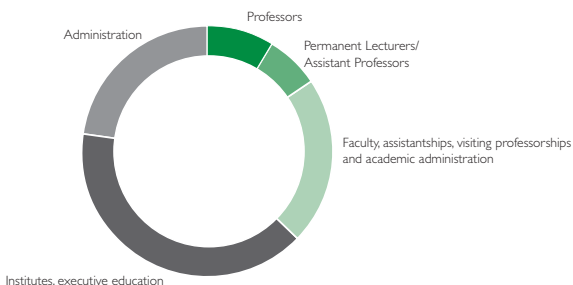


Fig. 21: Number of full-time jobs, 2012.



Public lectures

The University of St.Gallen has offered public lecture courses ever since its establishment in 1898. In 2011/2012, some 4,500 people attended 83 lectures. In 2004, Switzerland's first Children's University was inaugurated. The four lectures in 2013 were attended by about 2,000 children from St.Gallen and surroundings. Since 2008, public lectures have also been held in the regions of Eastern Switzerland.

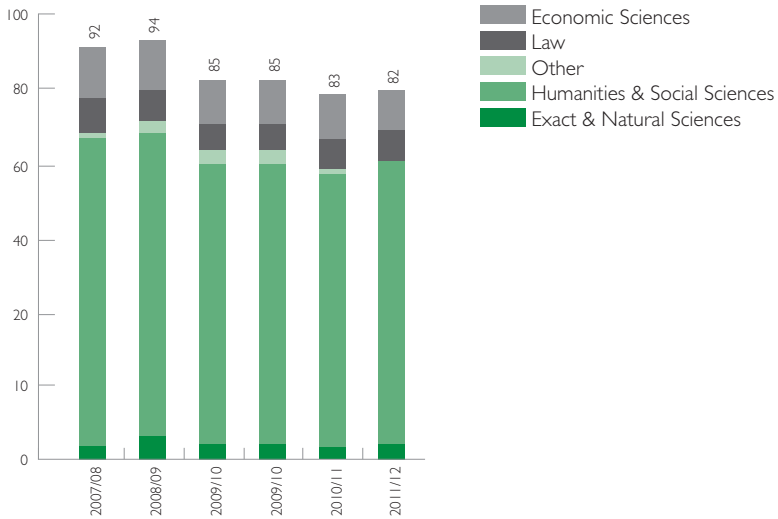



Fig. 22: Number of public lectures according to disciplines, 2007/08-2011/12



unisg.ch/
Oeffentliches
Angebot



Entrepreneurship and Financial Power



“Being entrepreneurs themselves is a possible career open to students. The HSG Entrepreneurship Campus supports innovative and knowledge-intensive start-up projects at the University of St.Gallen.”

Prof. Dr. Dietmar Grichnik, Professor of Entrepreneurship and member of the Management Team of the HSG Entrepreneurship Campus

Entrepreneurship and Financial Power

Start-ups

More than 100 start-up consultations are sought every year.

Through the Center for Entrepreneurship, 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 promotional instruments. Thus more than one hundred start-up consultations were conducted in 2012.

Since 2011, the HSG Founders' Garage has taken place on campus on an annual basis. For two weeks academics, experts from the start-up scene, people interested in start-ups and young entrepreneurs exchange their ideas at the University of St.Gallen. Guests also include investors and social entrepreneurs. Every year, a prize for innovative and sustainable HSG entrepreneurs, the Jackstädt Prize "HSG Founder of the Year", is awarded.

In 2013, numerous start-ups, among them twelve students initiatives, presented themselves at the HSG Founders' Garage, which was attended by over 600 participants. The "HSG Founder of the Year" prize was awarded to Master student Johann Huber, who represented the SOMA Analytics start-up. SOMA Analytics is a technology for smartphones, which allows for an analysis of the stress level of smartphone users. In 2012, the DeinDeal.ch founder Adrian Locher was awarded the prize; in 2011, Dr. Alexander Illic, the founder of Dacuda, a firm which had developed a scanning computer mouse.



Entrepreneurship
at the HSG



Details from Félix de la Conchas "Panorama WBZ. Through the Looking-Glass" (2013).

Entrepreneurship and Financial Power

Institutes and centers

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

The HSG is characterised to a significant extent by its 41 institutes, research institutes and centers. The institutes, whose organisation is largely autonomous, are self-financing but are closely involved in the work of the University. They are particularly active in the fields of research, executive education and services. They advise private enterprises and

government offices. On this basis, the institutes, research institutes and centers make a substantial contribution towards the HSG's self-funding rate of approx. 50 per cent.

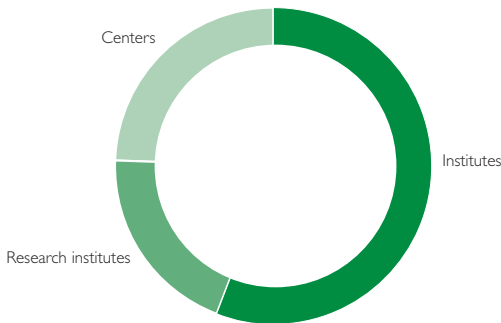


Fig. 23: Entrepreneurial units at the HSG



Institutes and
centers in the
internet



Funding

Between 2008 and 2012, the University's consolidated expenditure rose by 12 per cent to CHF 208.29m. Measured against the yardstick of consolidated expenditure, the contribution made by the Canton of St.Gallen only registered a slight increase to 22.08 per cent.

Comparison in million CHF and per cent

	2008	2009	2010	2011	2012
Consolidated turnover, HSG	185.87	179.82	193.64	198.74	208.29
Contribution, Canton	30.95	34.08	37.90	43.22	45.99
Contribution, Canton, in %	16.65	18.95	19.57	21.75	22.08

Fig. 24: Consolidated turnover of the HSG and contribution by the Canton St.Gallen, 2008-2012

In comparison with 2008, the contribution by the public purse increased slightly to CHF 15,485. However, it did not yet return to the benchmark of 2005 (CHF 16,693). If adjusted for inflation, this amount would have to run to approx. CHF 19,000 per student. The contribution of the funding Canton of St.Gallen is now back at the level of 2005.

	2008	2009	2010	2011	2012
Contr. public purse/student	14,711	15,074	15,037	15,172	15,485
Funding Canton SG/student	5,670	5,741	6,028	6,507	6,680

Fig. 25: Contribution of the public purse per student, 2008-2012

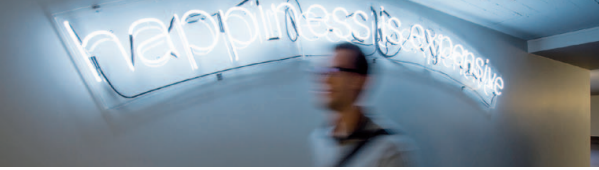
How to reach us

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.



Fig. 26: Location of 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.

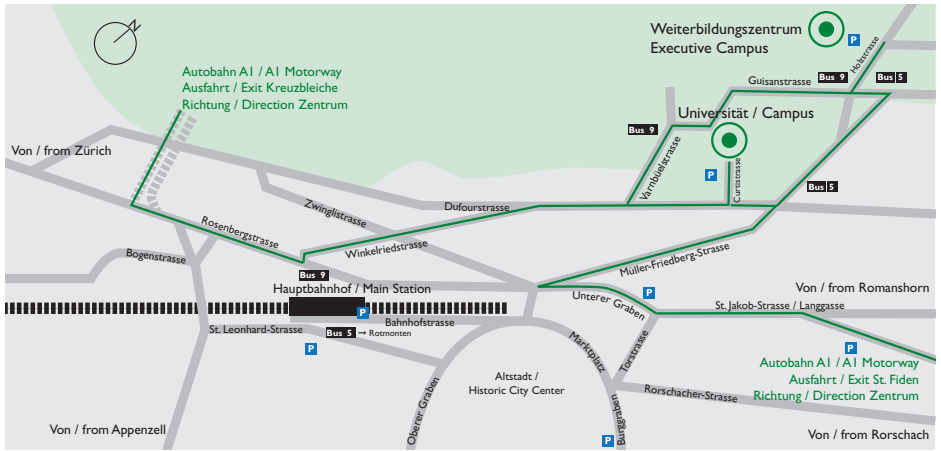


Fig. 27: Route to the campus in St.Gallen

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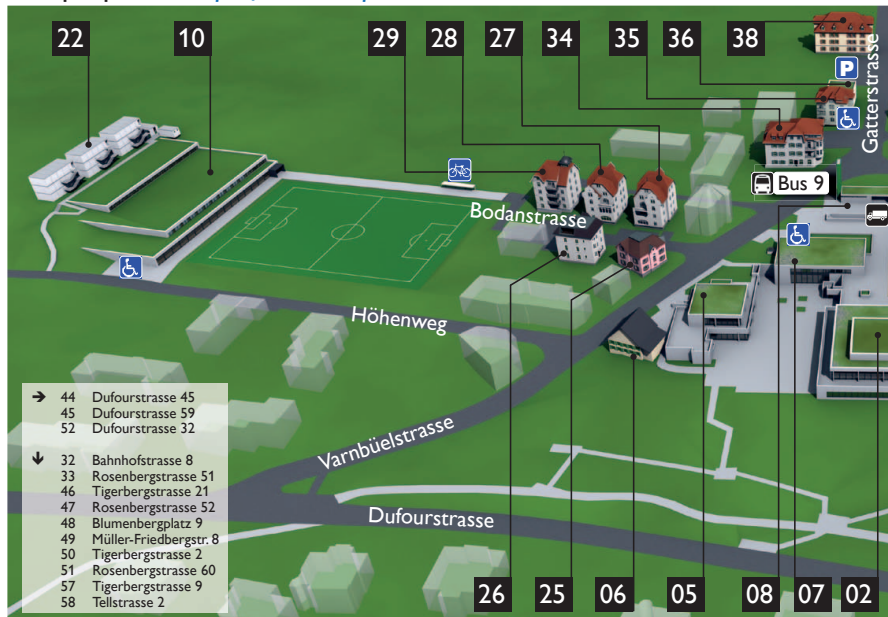
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Campusplan - *Map of the Campus*



01 Hauptgebäude
Main Building

02 Aula

03 Parkgarage A
Car Parking A

04 Dufourstrasse 48

05 Varnbuelstrasse 16

06 Kirchhoferhaus

07 Mensa
University Restaurant

08 Dienstgebäude
Service Building

09 Bibliotheksgebäude
Library Building

10 Sporthalle
Sports Hall

17 Weiterbildungszentrum Holzweid
Executive Campus HSG

20 Provisorium 1 – Büro
Provisional 1 – Offices

21 Provisorium 2 – Büro
Provisional 2 – Offices

22 Provisorium 3 – Lehre
Provisional 3 – Teaching Facilities

24 Zentrales Institutsgebäude
Central Institute Building

25 Bodanstrasse 1







26 Bodanstrasse 3

27 Bodanstrasse 4



- 28** Bodanstrasse 6
- 29** Bodanstrasse 8
- 31** Guisanstr. 3 – CSC-HSG
Career Services Center
- 34** Varnbuelstr. 19 – Skriptenkommission
Script Commission
- 35** Gatterstr. 1
- 36** Gatterstr. 3 – Sprachenzentrum
Language Center

- 37** Guisanstr. 7 – HSG Alumni
HSG Alumni
- 38** Gatterstrasse 9 – Kinderhort
Creche
- 39** Guisanstrasse 1a
- 40** Guisanstr. 9 – Studentenschaft
Student Union
- 41** Guisanstrasse 11
- 56** Guisanstrasse 36
Werner-Siemens-MLE-Haus

-  Buslinie
Bus line
-  Warenanlieferung
Delivery of goods
-  Information
Info Desk
-  Invaliden Parkplätze
Disabled Parking
-  Fahrradständer/Motorradstellplatz
Bike Rack
-  Parkplätze
Car Parking



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