



University of St.Gallen



Undergraduate
studies 2022

Create your future with us

The University of St.Gallen is a place of thought leadership at the heart of Europe. We think, work and act in an integrative, committed and cooperative manner. Together we develop new ideas, gain new insights and thus create sustainable solutions – for the economy and the society of today and tomorrow.

Join the HSG community –
we would like to welcome you!

Facts and figures

1898

Foundation

9047

Students from more
than 80 nations

3335

Employees

107

Full professors

200

Partner universities for
exchange semesters

46

Institutes and
research semesters

4 out of 5

Bachelor's and Master's
students have a regular
job before graduation

> 90 % of all graduates
would choose the
HSG again

Accreditations



Member of



From insight to impact



Dear Prospective Students

Your university years will be one of the most exciting and challenging times of your life. As President of the University of St.Gallen, I feel honored that you intend to spend this chapter of your life with us! What can you expect?

We are guided by our vision: “As a leading business university we set global standards for research and teaching by promoting integrative thought, responsible action and an entrepreneurial spirit of innovation in business and society.” Whatever programme you choose, your studies will be interdisciplinary. By taking classes in social sciences and the humanities, you will not only broaden your horizon, but also sharpen your understanding of the complexity of today’s challenges.

As our student, you will have ample opportunity to take on responsibility and develop your own ideas. On the one hand, our innovative teaching formats provide you with hands-on experience. On the other hand, around 120 student associations and clubs are waiting for you to invest your energies in our dynamic campus community.

Our present is already digital – to be prepared for our future, you will need corresponding skills. New technologies are part of our curriculum, but we also value personal encounters and in-class debates. This way we truly learn with and from each other.

I look forward to meeting you soon on our campus, and I wish you the very best for your studies!

Prof. Dr. Bernhard Ehrenzeller
President

You have a goal.
This is where you start.



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Unique degree
course architecture



“HSG is famed for its community, internationally connected in friendship. This network will carry you throughout your life.”

Tess el Bahnasawy
Bachelor's student
Business Administration



Tess is studying Business Administration at the University of St.Gallen. Follow her through this brochure and get a first impression what studying in St.Gallen is about.



Why St.Gallen?

Study as an integrative learning experience

Integrative. Committed. Cooperative. As a student at the University of St.Gallen, you will experience these values come to life. Be it through our unique degree course architecture, the combination of high academic and strong practical relevance, or through your involvement in our projects and associations. Thus “From insight to impact” is our promise, which contributes to the social and economic development as well as to your personal growth.



We view studying as a holistic learning experience. We teach knowledge and skills that make the difference in the economy, society, and politics of the 21st century.

Contextual studies – part of the “HSG DNA” and a distinguishing feature of our university – allow our students to make valuable cross-curricular connections and develop social, ethical, historical, and intercultural awareness in addition to acquiring subject knowledge. This combination will help them make the right decisions in terms of their professional career and far beyond. For those who are aware of their own social responsibility think more integrative, act more sustainably.

St.Gallen connects

As a student of the University of St.Gallen, you have the opportunity to spend an exchange semester at one of our roughly 200 partner universities worldwide.

The HSG is known for its friendly community. This network carries you throughout your life. It is established during your studies, e.g., in group work, practical projects or voluntary commitment in one of our 120 student associations and initiatives or in joint leisure activities.



Rankings

Financial Times Ranking

Masters in Management:
1st place worldwide with
the Master in Strategy and
International Management

Masters in Finance Ranking:
6th place worldwide with the
Master in Banking and Finance

European Business School Ranking:
7th place

The Economist

Masters in Management:
2nd place worldwide with
the Master in Strategy and
International Management

Handelsblatt / Wirtschaftswoche Ranking

Business Research (Wirtschaftswoche):
1st place in
German-speaking
Europe

Economics Research (Handelsblatt):
10th place in
German-speaking
Europe

rankings.unisg.ch

Excellence in teaching and research

Oriented towards the future, of strong societal impact, and globally networked – as one of the leading European business universities, we distinguish ourselves internationally through world-class research and integrative teaching. As our student, the road is laid out for you to make your impact in business and society.

Accreditations



Science and practical application in dialogue

This maxim guides us as a public educational institution that is fully aware of its social responsibility and creative leadership.

Our 107 professors, nine associates and 78 assistant professors, 32 permanent lecturers and 591 lecturers dedicate themselves to the education of our students.

They do this with great success. Our holistic education at the highest academic level has been awarded the accreditation labels EQUIS, AACSB and AMBA.

In addition to their teaching activities, many of our academic teachers work in one of the 46 institutes, independent research centres and centres of the University of St.Gallen. There they research today's and tomorrow's pressing scientific topics such as the future of healthcare, sustainable investment strategies, renewable energies and climate change.

All the while our academics maintain contacts with organisations in business, law and politics. With these activities rooted in science and practice, we ensure that our lecturers not only keep their finger on the pulse of the times but can also pass on this knowledge and experience to their students in lectures and seminars.

At the University of St.Gallen, six schools conduct both basic and applied research: School of Management, School of Finance, School of Economics and Political Sciences, Law School, and the School of Humanities and Social Sciences.

In 2020, the School of Computer Sciences was established. Its nine professors are currently researching and teaching in the fields of Artificial Intelligence and Machine Learning, Cybersecurity, Data Science, Foundation of Computation, Human-Computer Interaction, Interaction- and Communication-based Systems, and the Programming and Development of Software Systems.

Tackling social core topics head-on, these schools ensure our mission in teaching and research.

unisg.link/schools

Cooperative and Committed – Vibrant #Studentlife

On campus

Situated on the Rosenberg with a grand view over the city, our campus offers ideal study conditions. The distances between the individual areas are short, and the modern infrastructure supports our students ideally in their learning. The HSG campus is more than just a place of education – it is a place of encounter, inspiration, and art. Here, works of art by Penalba, Richter, Miró or Giacometti meet the buildings of the architects Walter M. Förderer and Bruno Gerosa.

More Campus 2022

We are building the future of learning and teaching. The aim is for the Learning Center to be a future oriented place to think and work, paving the way for new forms of learning and interaction between students, lecturers and people with practical backgrounds. Here, a holistically conceived infrastructure for learning, teaching and exchange is being created, geared entirely to the requirements of tomorrow's society.

In 2025, ground will also be broken for work on our second location. On six floors and a total of 31,000 square metres, our new building in the middle of the city will create new space.

In the city

St.Gallen has a lot to offer its approximately 80,000 inhabitants: a historically valuable Old Town, numerous shops, street cafés and restaurants, bars and clubs. The monastery quarter with the baroque cathedral and the abbey library was named UNESCO World Heritage Site.

Situated between the Alps and Lake Constance, St.Gallen also provides ideal conditions for a wide range of leisure and sports activities in the surrounding area. The natural swimming pools “Drei Weieren” are within walking distance of the city centre.

Connect. Collaborate. Create.

In the heart of the city, our students run the innovative coworking space “TheCo”. From 7 a.m. to 10 p.m. and seven days a week, workplaces for individuals and groups, design thinking spaces and retreats are available in an interactive and communicative atmosphere.

Art and culture

An impressive cultural programme awaits you with one of Switzerland's biggest Open Airs, the performances of the City Theatre and the Tonhalle, the St.Galler Festspiele – a classical music event held every summer – and numerous exhibitions in museums and private galleries. The St.Gallen Art Museum and the Kunsthalle Sankt Gallen connect the city with the international art scene.

Our own grounds are home to important works of art waiting to be discovered. The Pro Arte association offers guided art tours. Dive into the space between science, art, and architecture. Immerse yourself in the fascinating art of the modern age.

Our sports offer

To keep body and mind in balance, Unisport provides you with a wide range of sports and training opportunities at our own and external sports facilities. On campus, for example, you will find a modern sports hall with

a gym, group fitness courses as well as an artificial turf pitch and a beach volleyball court.

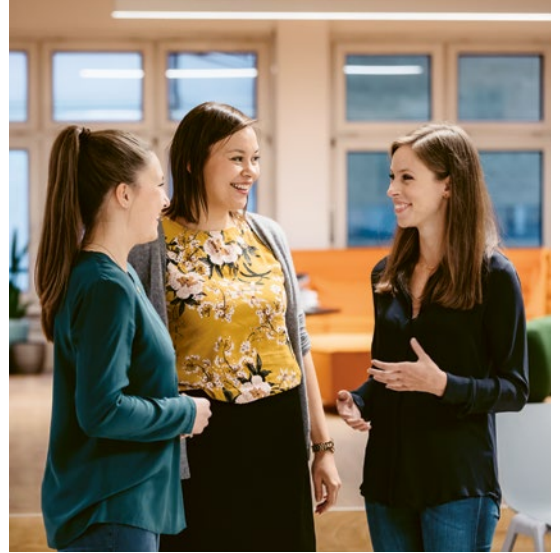
Around 150 training instructors professionally supervise you and support you in shaking off the stress of university life. Our programme includes more than 150 training sessions in more than 50 sports every week. Most of our courses and services are available to you free of charge. With us, even professional sports careers integrate seamlessly with your studies.

sport.unisg.ch

Well catered for

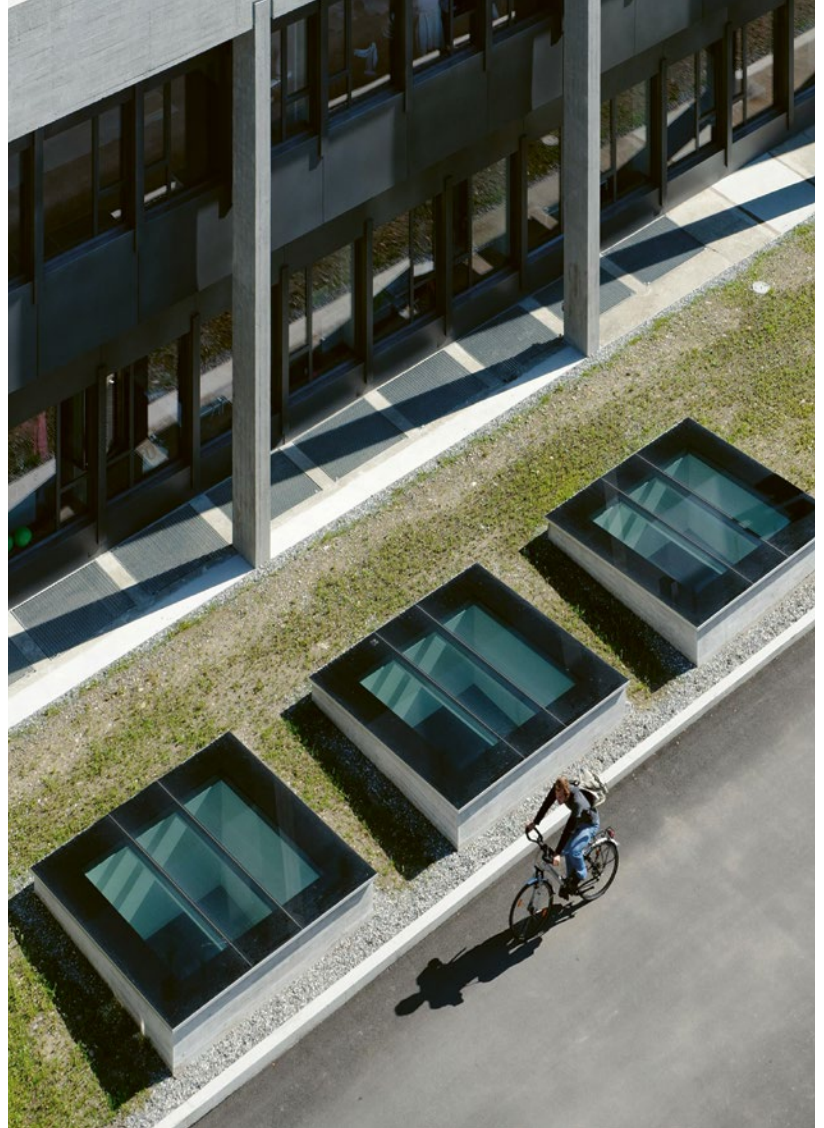
Our cafeteria offers a wide selection of delicious menus over lunch, as well as a cold and a warm buffet to meet almost all dietary needs. Meet your friends in one of the popular cafeterias for a chat, a snack or to learn. Students run the campus bar “[ad]hoc” and the “MeetingPoint” downtown at the Blumenbergplatz. Here you can enjoy a strong coffee or just hang out with other students on your nights off.

FUTURE CAMPUS PLATZTOR



TheCo, run by our students, is a success story and only one example for the big commitment of our students. Learning and working in that environment is a real pleasure. We are proud of you guys!





Virtual Campus Tour with
Andreas Oberholzer
unisg.link/campustour



Virtual Campus Tour

Would you like to learn more about the campus and student life at our University? Then you can get an idea from our virtual campus tour: have a look at the Audimax, the Library and the student-run cafés and bars. Learn more about what makes our HSG* so unique.

*HSG is the nickname of the University of St.Gallen. It derives from the University's previous name, Handelshochschule St.Gallen (Graduate School of Economics and Business Administration).



“The friendships formed here will stay with you throughout your studies — and long thereafter.”



Lukas Zumbrunn,
President of the Student Union

Student Engagement

Life at the HSG as well as the “HSG-Spirit” live from the unique student engagement. Many students are involved in the Student Union (SHSG), in initiatives or in clubs and thus actively shape life on and off campus at our university. In addition, students can further broaden the already extensive offerings by founding new clubs for their own interests. With one’s own involvement, students quickly realise that a lot is possible at the university as well as in society as a whole, because many clubs pursue the goal of having a noticeable and measurable impact. In addition, it offers the opportunity to take on initial responsibility and to get to know a community of like-minded people. The friendships made in this way are an enormous enrichment and accompany the students throughout their studies. The university also supports the engagement in accredited clubs in that, under certain conditions, campus credits can be counted towards course work.

This is not the only indication that the HSG values, supports and encourages active students. As an official part of the University, the Student Union is the official body of students at the HSG and represents student interests. All enrolled students are members of the SHSG. Approx. 250 students are directly involved in the Student Union and initiatives, advocating for the concerns of their fellow students, with many more being part of other associations. Through its representation on university committees and commissions, SHSG brings the interests of students into direct dialogue. In addition, SHSG is also a coordinator of the association landscape and itself an active part of the student community, offering direct opportunities to have an immediate impact.

All information on
shsg.ch



Make an impact: Students organise the phantastic Pride Month.

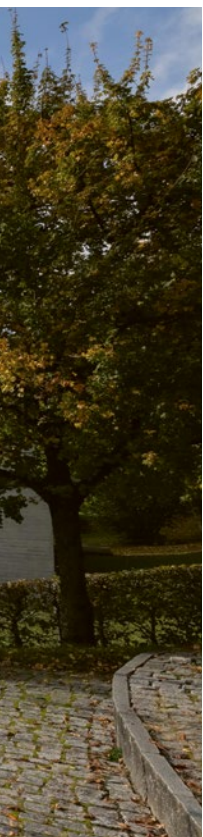


Enabling all students to develop their potential

Unigay, one of approx. 120 associations at the HSG, creates a community for LGBT+ people on the University campus. Its own mentoring programme encourages networking and an exchange of experience about identity and career issues between students and professionals.

unigay.ch

Examples for even more student clubs:





Experiential Learning Cycle





The University of St.Gallen promotes entrepreneurship

Start-ups provide innovative solutions for society and strengthen the economy. The HSG actively supports entrepreneurship with numerous consultations and events. At the Start Summit student initiative, for instance, 1,500 young entrepreneurs meet up with investors, experts and students.

startuphsg.com

Living and studying in St.Gallen

Tuition fees

	CHF
Application and administrative fee	250
Per semester for Swiss students	1229
Per semester for international students	3129

Cost of living

To be able to fund your studies, you should have about CHF 2200–2600 a month at your disposal. The budget table provides you with an example.

Monthly expenses for Bachelor's students	Swiss nationals	Internationals
Accommodation (rent plus utilities)	665	665
Food	415	415
Communication (telephone, internet, TV, radio)	55	55
Tuition fees and study-related expenses	285	602
Transport (public and private)	180	180
Health (health insurance, medication, visits to doctors)	230	230
Clothing	110	110
Leisure activities (sports, culture, holidays)	115	115
Other (insurance, taxes, gifts)	100	100
Total in Swiss Francs (CHF)	2155	2472

Source: Swiss Federal Statistical Office (2020):
Conditions of study and life at Swiss higher education institutions.

Scholarships

Swiss students at the Bachelor's and Master's levels can benefit from financial support provided by scholarship and loan systems run by the cantons or by private foundations. International students can also obtain grants from foundations.

The University of St.Gallen operates a Loan and Scholarship Fund for enrolled students and also offers various Excellence Scholarships equivalent to the amount of the tuition fees.

Further information about the funding of your studies, the Excellence Scholarships and the link to the scholarship database can be found on our website.

studyfunding.unisg.ch

Working and studying

About 75 % of students at the Bachelor's and Master's levels work part time during their studies, as a rule between 10 % and 50 % of full-time hours. During the Assessment Year, the first year of undergraduate studies, only very few students work since the course workload is very time-consuming.

In addition to the jobs in the private sector, there are jobs available to students in the University administration and at the HSG institutes. Further information and a platform with job offers are provided by the Career & Corporate Services (CSC).

my.hsgcareer.ch

Commute or reside?

The inexpensive flats or shared rooms you can find in St.Gallen encourage you to take that first step into independence. Dare to do so and invest the saved travel time in your studies. You may find offers, for example, on the Facebook page "Sharing is Caring University of St.Gallen (HSG)".

There are various job opportunities to finance your studies. We recommend that you focus 100% on your studies, during the Assessment Year.



In St.Gallen it is easy to find an apartment or a room in a shared flat. Tess shows her place to a potential new flatmate.

Unique degree course architecture

The University of St.Gallen offers a unique degree course architecture that promotes the personal development of our students in addition to excellent academic and professional training. In a holistic approach, intellectual abilities, flexibility, a sense of responsibility as well as intercultural and foreign language skills are promoted as optimal preparation for the modern working world.

Core Studies

The core studies at the University of St.Gallen teach the basics of the chosen study programme in the compulsory subjects and are complemented by a wide range of programme-specific compulsory electives. The core studies also offer our students the opportunity to take further electives from the other study programmes and thus to place an additional focus on topics that correspond to their own interests. Thus, our students can develop very individual profiles that support them in realising their professional and personal goals.

Contextual Studies

A special feature of our study architecture is that all students take courses in contextual studies in addition to their core studies courses. In the contextual studies, the specialised economic, legal and computer science studies are supplemented and reflected upon from various perspectives in the humanities and social sciences. Our students learn that economic decisions are always embedded in social, cultural and historical conditions and must therefore be considered holistically. They are thus educated to become personalities who are aware of their social responsibility and who will be able to act flexibly, responsibly and sustainably.

As part of the contextual studies, students complete both hands-on courses to acquire skills and languages as well as courses to strengthen their reflective competence in different focus areas. After an introduction to the disciplines of history, philosophy, psychology and sociology in the Assessment Year, the contextual studies

courses taken during further undergraduate studies enable students to study certain areas with a multidisciplinary approach in more depth: media, cultures, history, society, responsibility, creativity, law and technologies. Here we put our focus on themes that are at once highly topical and persistently relevant. Courses in Skills and Languages, for example, include rhetoric, programming and a great number of languages.

Contextual studies offer a “Workshop” for every area of concentration. In this blended learning format, students work independently on an interdisciplinary assignment that combines the content of a course from the core studies with topics from the contextual studies. The prerequisite for this is that at least one course in the contextual studies has already been completed in a previous semester alongside the core studies.

	Core Studies			Contextual Studies	
	Classroom Study/Independent Study				
Master of Arts HSG Master of Science HSG* Master's Programme (1.5 – 2 years)	Compulsory Subjects	Core Electives / Electives	Master's Thesis	Areas of Concentration	Skills
Bachelor of Arts HSG Bachelor of Science HSG* Subsequent Majors (2 years)	Compulsory Subjects	Core Electives / Electives	Bachelor's Thesis	Areas of Concentration	Skills & Languages
Assessment Year (1 year)	Compulsory Subjects	Core Electives		Cultural & Social Sciences	Skills & Languages

*Bachelor and Master of Science in Computer Science

The “Workshop”:

- links core studies and contextual studies in an innovative way,
- is an ideal preparation for the Bachelor's thesis,
- is weighted with 6 ECTS, which are credited to the area of concentration.

With the workshop in these eight focus areas, students are offered the opportunity to acquire in-depth qualifications, which are also shown in the Diploma Supplement.



Contextual Studies
 School of Humanities and
 Social Sciences (SHSS)
 Academic Director:
 Prof. Dr. Tanja Schneider
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 Dr. Karen Lambrecht/
 Dr. Sophie Rudolph
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 CH-9000 St.Gallen
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Computer Science

The structure of the Computer Science degree is different from that of the Economics or Law degree in many aspects. For further details, please refer to the relevant programme site.

mcs.unisg.ch

Bachelor's Level

Assessment Year

The Bachelor's Level at the University of St.Gallen consists of the two-semester Assessment Year and the Bachelor's Studies, which has a standard period of study of four additional semesters. The Assessment Year provides our students with subject-specific and scientific fundamentals and trains them in the techniques of scientific work. They also begin to engage with issues raised in academic and social discussions across disciplines.

The Assessment Year can be taken in Economics, Law and Computer Science. The Assessment Year in Economics can be completed entirely in German or English. In order to continue with the Bachelor's Studies, both the Assessment Year in its entirety and the accounting examination of the University of St.Gallen must be passed.

Graduates of the Assessment Year in Economics can enter directly into the Major in Business Administration, Economics, International Affairs, Law and Law and Economics. The Assessment Year in Law enables direct entry into the Major in Law. However, it is also possible to change to any major by catching up on individual achievements.

However, the Major in Computer Science can only be started with successful completion of the Assessment Year in Computer Science.

Bachelor's Studies

The Majors in Business Administration, Economics and International Affairs are studied in a flexible mix of German and English, with a minimum number of credits to be completed in the other language. The majors in Law and Law with Economics as well as the major in Computer Science are offered in German.

In addition to completing the core and contextual studies as well as the compulsory foreign language, a Bachelor's thesis must be written. After acquiring all the necessary achievements, our students are awarded the academic degree Bachelor of Arts, or Bachelor of Science for the Major in Computer Science. This academically qualifying degree enables students to enter professional life or to take up a Master's programme.

Master's Level

The University of St.Gallen offers 14 Master's programmes that build on the respective major of the Bachelor's degree. The 13 programmes in economics and law have a standard period of study of three semesters, the Master's programme in Computer Science has a standard period of study of four semesters. Depending on the programme, students can study either in German, English or in both languages.

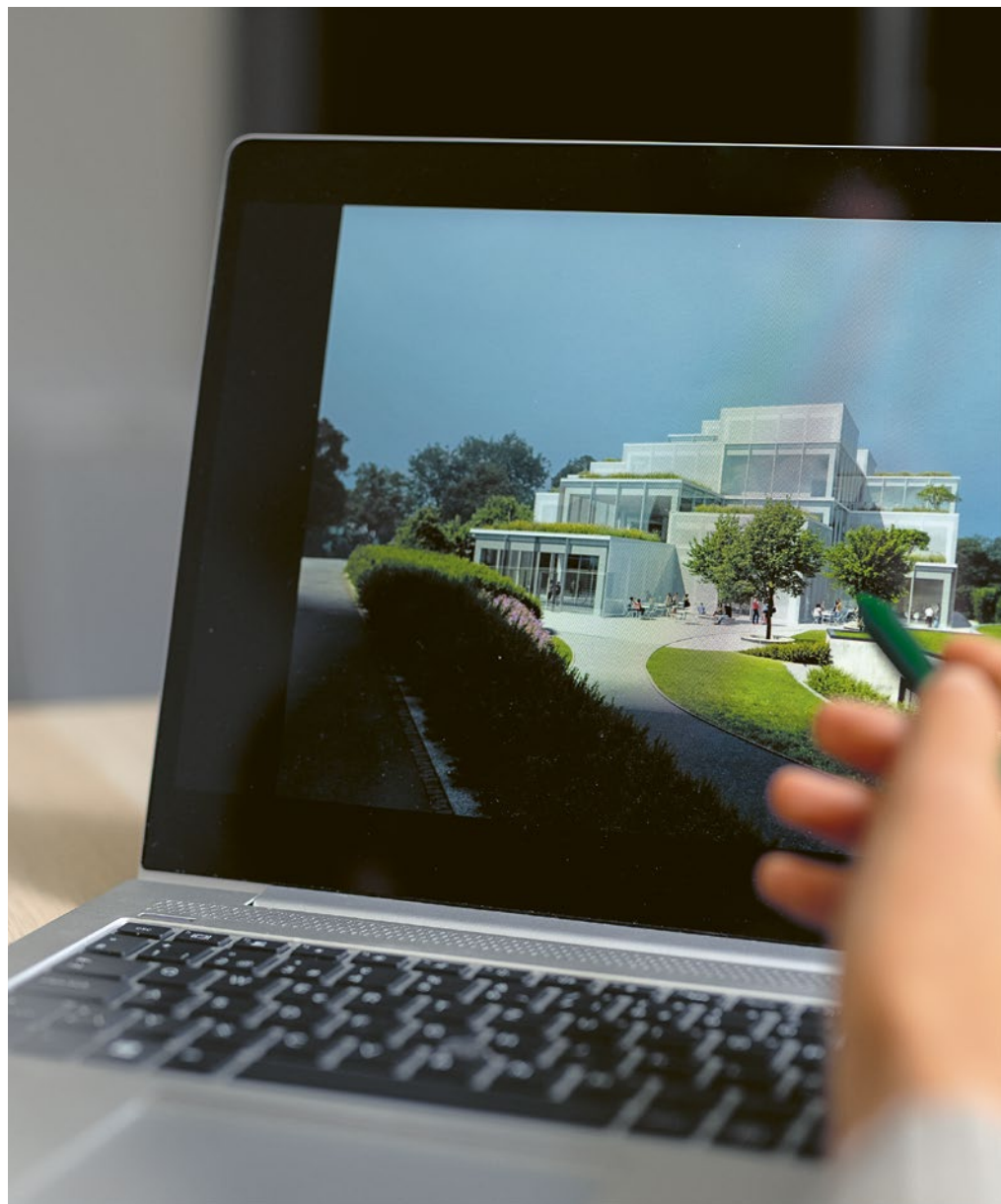
Our graduates receive a clear academic profile that prepares them for demanding tasks in practice and science. After acquiring all the necessary achievements in the core and contextual studies and successfully writing a Master's thesis, our students are awarded the academic degree of Master of Arts, or Master of Science for the Computer Science programme.





Our Team of the Teaching Innovation Lab continues to develop new forms of learning.

The HSG Learning Center creates an ecosystem for the further development of the learning and teaching culture at the University of St.Gallen. The opening is planned for spring 2022.



New teaching and learning formats

At HSG, numerous modes of delivering knowledge to students are implemented strategically for the benefit of the students' learning process. In addition to traditional face-to-face lectures, exercises and seminars, students can also learn online, independent of time and place.

Classroom Study and Independent Study

This allows the students to acquire an understanding of basic theoretical concepts at their own pace and to assess them in-depth on an individual level. The learning progress can be monitored during the semester through reflection tasks or with a quiz duel on the learning app Brian. Digital learning content is designed so as to perfectly correspond with the course's face-to-face sessions. This blended learning approach allows asynchronous learning of the course material that is discussed, critically analysed and further consolidated in interactive face-to-face sessions.

HSG promotes the learning and development of our students not only through formal curriculum but also through the informal and extracurricular aspects our campus environment provides. The Learning Center offers students, faculty and alumni an inspiring environment in which ideas can be discussed and experimented with. Whether it is hybrid teaching, a pop-up conference, developing and testing a start-up idea, or relaxed moments of contemplation on the grassy sundeck — the new centre's innovative technology and thoughtful design invite a free exchange of ideas, encourage socialisation and promote creative collaboration.



Admission

The formal prerequisite for admission to the University of St.Gallen as an undergraduate is a recognised general university entrance qualification. Thus you can be admitted with a Swiss Maturität certificate or with an international qualification recognized as equivalent. Applicants holding an International Baccalaureate (IB) must have obtained a score of at least 32 out of 42 points in six general education subjects. At least three subjects must be completed at the higher level (one of them has to be a mathematics or science subject).

No previous knowledge of the subject matter is required in the core disciplines of Business Administration, Economics, Law and Computer Science. In other subjects, such as mathematics and languages, students must have achieved general academic-stream secondary school proficiency, while electives at the HSG such as the introduction to mathematics and conversation courses in foreign languages facilitate the entry process to the HSG. For successful completion of the Assessment Year we recommend at least proficiency level C1 (CEFR) in the programme language of their choice. Students in the English track, without any German knowledge attend a German course.
admissions.unisg.ch

International applicants

The number of places for international students at HSG is limited. For this reason, applicants for a Bachelor's programme who do not have either a Swiss or Liechtenstein university entrance qualification, who are not Swiss or Liechtenstein

nationals or do not have a Swiss residence permit C, must take an admission test. It is available in both German and English. The admission test takes place in weeks 7 and 28 before the start of the academic year.

Enrolment for studies

Prospective students have to apply online for the Assessment Year (first year of the Bachelor's level) from **1 October to 30 April**. The Assessment Year starts in the Autumn Semester (September). Please consult our website early on to find out about the exact enrolment procedure and the documents to be submitted.

admissions.unisg.ch

Information update

Admission criteria may change. For this reason, you should always look up the latest information on our website, where you can find detailed explanations and the criteria that are currently applicable.

admissions.unisg.ch

Key dates

You can find the key dates for prospective and new students on our website.

unisg.link/dates



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Fundamentals (DSF)

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Study abroad

Assessment Year

The Assessment Year is the first year of undergraduate studies at the HSG. In the course of this clearly structured year, you will acquire a wide range of basic knowledge. The broadly-oriented subject matter of the Assessment Year will make it easier for you to choose a major after your first year.

Structure

Core Studies

In the Assessment Year, core studies consist of the three compulsory subjects Business Administration, Economics and Law, as well as of Mathematics or Law II as core electives. Core studies allow for the acquisition of basic knowledge.

In Business Administration, you will deal with the systemic fundamentals of management theory with the help of the St.Gallen Management Model, viewing the topic from an integrative and ethical perspective.

You will acquire basic insights into the marketing management of an enterprise, as well as into financial management and accounting. In Economics, you will acquire a fundamental knowledge of micro- and macroeconomics, while in Law, you will become familiar with Swiss private and constitutional law, and international law in the English-language Assessment Year.

Contextual Studies

Besides core studies, you will also attend courses in contextual studies, which consist of courses in Skills, Cultural and Social Sciences, and Foreign Languages. The introductory courses in Skills, “Introduction to Academic Writing” and the “Integrative Project”, serve to convey and apply fundamental working techniques and the acquisition of interdisciplinary knowledge. In Cultural and Social Sciences, there is a choice of seminars in history, philosophy, psychology and sociology. Furthermore, we offer courses of varying degrees of difficulty in ten foreign languages.

Examinations and standards

Examinations are spread throughout the entire Assessment Year. There are different examination formats, such as written and oral examinations, seminar papers and the academic term paper. The following is applicable to the German-language Assessment Year: if your language of schooling is not German, you will be able to attend an intensive course in German before you take up your studies, and an extended German course alongside your studies. You will be able to apply for an extension of the Assessment

Year in the German track only. In the English-language Assessment Year an extension is not possible.

Computer Science

The Computer Science Assessment Year is different from the Economics Assessment Year and the Law Assessment Year. For more information on the Bachelor's degree in Computer Science, please refer to the programme page.

Programme language

The Assessment Year can be studied either in German or in English. If you choose a major in Law and Computer Science, only the German track is possible.





Contact



Prof. Dr.
Roman Capaul
Academic Director



Samuel Obrecht
Team Leader
Assessment Year



Alexander Kuhn
Executive Director
Assessment Year



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StartWeek as an introduction to studies



The coaching programme offered by the University of St.Gallen is unique in Europe.

One week before the start of lectures, new Assessment students come together on campus to familiarize themselves with the university environment. The aim of the one-week course (as an integral part of the Assessment Year) is to officially welcome the new entrants to the HSG and to optimally prepare them for everyday study life. Each StartWeek focuses on a topic that the students engage with by means of a case study. In this way, they dive into group work in the Assessment Year and become familiar with the requirements of scientific work. In addition to the case study, students receive administrative introductions to the study system, the IT infrastructure and the library. First contacts are made with fellow students to facilitate social anchoring in the new environment, often leading to friendships that last throughout the entire course of study. startwoche.unisg.ch



Here you get an insight
into the StartWeek:
unisg.link/StartWeek

It's more fun together: in the StartWeek you will work on an exciting task with your team.





Once you have passed the Assessment Year, there is ample reason to celebrate. Whether in a shared flat or in the Old Town of St.Gallen, where cosy locations and trendy bars line up close together.

Coaching Programme

The Coaching Programme of the University of St.Gallen is an optional additional service for students in the Assessment Year. It provides undergraduates with stimuli for personal development, helps them reflect on their personal life and fosters important core competencies that are beyond the scope of degree courses (self-reflection, personal responsibility, social competence and leadership skills). Supervision by experienced coaches and participation in selected seminars reinforce individuality, create orientation and stability, and open up space for discussions about values and objectives in life in general and academic life in particular. This additional service is unique in Europe's university landscape and is limited to approximately 60 students per year.



Here you get an insight into the Coaching Programme:
unisg.link/Coaching-Programme



University of St.Gallen (HSG)
Coaching Programme
Bodanstrasse 1
CH-9000 St.Gallen
+41 71 224 75 29
coaching@unisg.ch
coaching.unisg.ch

Bachelor of Arts HSG in Business Administration

Is Business Administration the right thing for me?

Are you interested in how the management of economic organisations works? Would you like to learn how the various departments of a firm operate and interact? In our Business Administration major, you will also deal with the complex interconnections of entrepreneurial action in a technological, social, political, ecological and ethical environment.

Business Administration

The major in Business Administration will provide you with an internationally recognised, practice-oriented basic education. The compulsory programme covers all the essential aspects of business administration and also provides a fundamental introduction to Computer Science for business studies.

In addition, we provide you with an integrative view of economic activity. Thus, entrepreneurial action is placed in a wider context in the compulsory courses in economics, whereas courses in law demonstrate the legal framework conditions.

Compulsory courses in Business Administration

- Marketing
- Strategic Management
- Leadership & Human Resource Management
- Introduction to Operations Management
- Fundamentals and Methods of Computer Science for Business Studies
- Methods: Empirical Social Research
- Methods: Statistics
- Corporate Finance
- Accounting, Controlling, Auditing
- Microeconomics II
- Macroeconomics II
- Business and Tax Law
- Capstone Project

You have the opportunity to specialise in one of nine profile areas. The voluntary specialisation will be listed in the supplement of your Bachelor diploma.

You will be able to extend your business administration knowledge with the help of core electives; with regard to electives, you will also be able to attend courses from other majors.

In contextual studies, you can choose from a wide range of courses in the humanities and social sciences. In the last year of the major in Business Administration, you will write a Bachelor's thesis and complete a Capstone project. Both parts will round off your education and constitute the conclusion of your degree course.

Programme language

Business Administration can be studied in a flexible mixture of English and German. Now all the compulsory subjects (with the exception of Microeconomics and Macroeconomics) will be offered in one of the two languages every semester. All students have to earn at least 12 credits taught in the other language.





Find out more about the
BWL and its community at:
bwl.unisg.ch

Contact



Prof. Dr.
Jan Marco Leimeister
Academic Director



Dr. Christina Zenker
Executive Director



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Bachelor in Business Administration – and then?

The Economics degree in Business Administration will qualify you for jobs in various corporate divisions and for various Master's programmes.

—
Mattia Piccoli, B.A. HSG 2013, M.A. HSG 2015, Head of Marketing,
STARTUPS.CH

Danièle Steiger, B.A. HSG 2014, Strategic & Commercial Analyst,
DKSH Management Ltd.

Gabriele Widmer, B.A. HSG 2015, Management Consulting Analyst,
Accenture AG

Bachelor of Arts HSG in Economics

Is Economics the right thing for me?

Do you find it exciting to see how economic crises develop and what policies are the right responses to them? For example, does digitalisation and globalisation necessarily induce social inequality? Which people are most affected by a high unemployment rate? How should the banking system be regulated after a financial crisis? Why is Apple so successful? What happens if a central bank increases the money supply?

If you are interested in such questions, you should probably study Economics.

Economics in the modern world

The major in Economics pursues the goal of providing you with insights into the economic behaviour model, into the modus operandi of markets and governments, as well as with an understanding of interrelations among institutions and economic policies. You can acquire skills in data analytics and data handling, an important skillset in the modern world. The core courses offered by the Major in Economics are complemented with a broad range of core electives, with which you will be

able to find your own focus within the major and steer your own path through your studies. Below you can find an overview of the core courses required within the Economics degree:

Compulsory courses in Economics

The following courses are part of the core requirements of the Economics degree:

- Microeconomics II
- Macroeconomics II
- Microeconomics III
- Macroeconomics III
- Data Analytics I: Statistics
- Data Analytics II: Empirical Economic Research
- Data Handling: Import, Cleaning and Visualisation
- Accounting, Controlling, Auditing

Elective courses in Economics

The elective course offerings are extensive and range from business administration, law to traditional economics and finance courses. There are specialised courses such as digital literacy, machine learning and programming. The electives are designed to complement core studies, which allows you to find your own focus and specialisation within your degree.

Contextual Studies in Economics

Taking contextual studies courses is a requirement of every degree programme at the University of St.Gallen. The wide range of courses in the humanities and social sciences offered, is designed to provide students with a well-rounded education that further develops one's sense of self and how one faces real world challenges and solutions.

The Bachelor's thesis will enable you to create a basis for a Master's programme or a possible later academic career.

The major in Economics also prepares you very well for the start into your professional career.

Programme language

Economics can be studied in a flexible mixture of English and German. All students have to earn at least 9 credits taught in the other language.





Find out more about the
VWL and its community at:
vwl.unisg.ch

Contact



Prof. Dr.
Dennis Gärtner
Academic Director



Prof. Dr.
Ulrich Matter
Academic Director



Jennifer Aepli
Executive Director



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Bachelor in Economics – and then?

The Economics degree from HSG is a recognised and highly valued qualification. Our graduates work in the economic departments of banks and insurance companies, in federal offices or, for example, international organisations. We like to keep in touch with our graduates, thus providing a strong network of an Alumni who are engaged with current students.

David Huber, B.A. HSG 2020, MSc in Economics, Stockholm School of Economics;
Academic Intern, World Bank Group – International Finance Corporation
Mia Milka Perisic, B.A. HSG 2021, Project Management Officer,
Migros-Genossenschaftsbund
Marie Laure Goeres, B.A. HSG 2019, MEcon Student, University of St.Gallen

Bachelor of Arts HSG in International Affairs

Is International Affairs the right thing for me?

When you browse through the newspaper in the morning, do you go straight to the stock exchange pages or don't you get any further than the international news? Are you interested in problems within the EU which are a consequence of different political systems? Do you want to know how aid is provided for disaster areas or how diplomats act when conflicts arise between countries? In the major in International Affairs, you will deal with central social challenges situated at the crossroads of politics, the economy and international law.

International Affairs

With courses in economics, political science and selected areas of law and business administration, the major in International Affairs (BIA) pursues a generalist approach which pools and integrates these disciplines. We help you improve your ability to make sense of what is going on in the world, and to make sound judgements. Moreover, we provide you with analytical skills and methodological proficiency.

Compulsory courses in International Affairs

- Political Theory
- Public Management
- International Relations
- Comparative Politics
- European Governance
- International Law
- International Economics
- Microeconomics II
- Macroeconomics II
- Quantitative Methods
- Qualitative Methods
- Accounting, Controlling, Auditing

Core electives, i.e.

- Comparative Political Economy
- Development Economics
- Current Issues and Problems in International Politics
- European Law
- International Management
- Global Health Governance
- Digital Government
- National Model United Nations
- Model WTO

Alongside to the compulsory subjects (48 ECTS) the BIA offers core electives with courses on specific global challenges (24 ECTS), independent electives where students can choose from the course offer of all HSG Majors (12 ECTS) as well as contextual studies with courses in the humanities and social sciences (24 ECTS). The Bachelor's

thesis constitutes an integrative part of the programme. It provides you with an opportunity to integrate and apply the knowledge you have acquired.

Programme language

International Affairs can be studied in a flexible mixture of English and German. All students have to earn at least 9 credits taught in the other language.





Contact



Prof. Dr.
Klaus Dingwerth
Academic Director



Dr.
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Bachelor in International Affairs – and then?

The BIA paves the way for many professional opportunities in companies, international organisations, politics, public administration, the media and non-profit organisations.

Rebecca Suhner, B.A. HSG 2018, M.A. HSG 2021, Academic Intern,
Inclusive Economic Development at Swiss Agency for Development and
Cooperation (SDC), Bern

Laurin Brüniger, B.A. HSG 2019, candidate MIA HSG and CEMS

Jonas Buchter, B.A. HSG 2020, candidate Dual Degree MIA & Sciences Po Paris

Certificate in Data Science Fundamentals (DSF)

Today's world is full of data – data on the success of corporate strategies, the behaviour of customers, investors and the electorate: digitalisation enables us to measure almost everything and to store vast quantities of data (“big data”), which are then available to decision-makers. The scientific approach to deducing decisions from data is called data science. Since this development is still young, many organisations lack the relevant scientists, particularly employees who have a degree in economics, international affairs or law while being familiar with data science at the same time. The Certificate in Data Science Fundamentals (DSF) provides you with an opportunity to acquire a fundamental knowledge of data science. Our modus operandi is very much practice-oriented, with programming playing a central role; yet no prior knowledge is required: curiosity and motivation are what count most. We regard programming as a means to an end, enabling us to solve exciting practical problems

with the help of data. The programme extends to 24 credits; 16 credits can be credited to the degree course. It is open to Bachelor's students of all majors and starts every Autumn Semester.

Programme language

The Certificate in Data Science Fundamentals is taught in English.

EN

Contact



Prof. Dr.
Johannes Binswanger
Academic Director



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Further additional qualifications

We offer further additional qualifications. For more details, please refer to the German part of this brochure 48.

Mentoring Programme



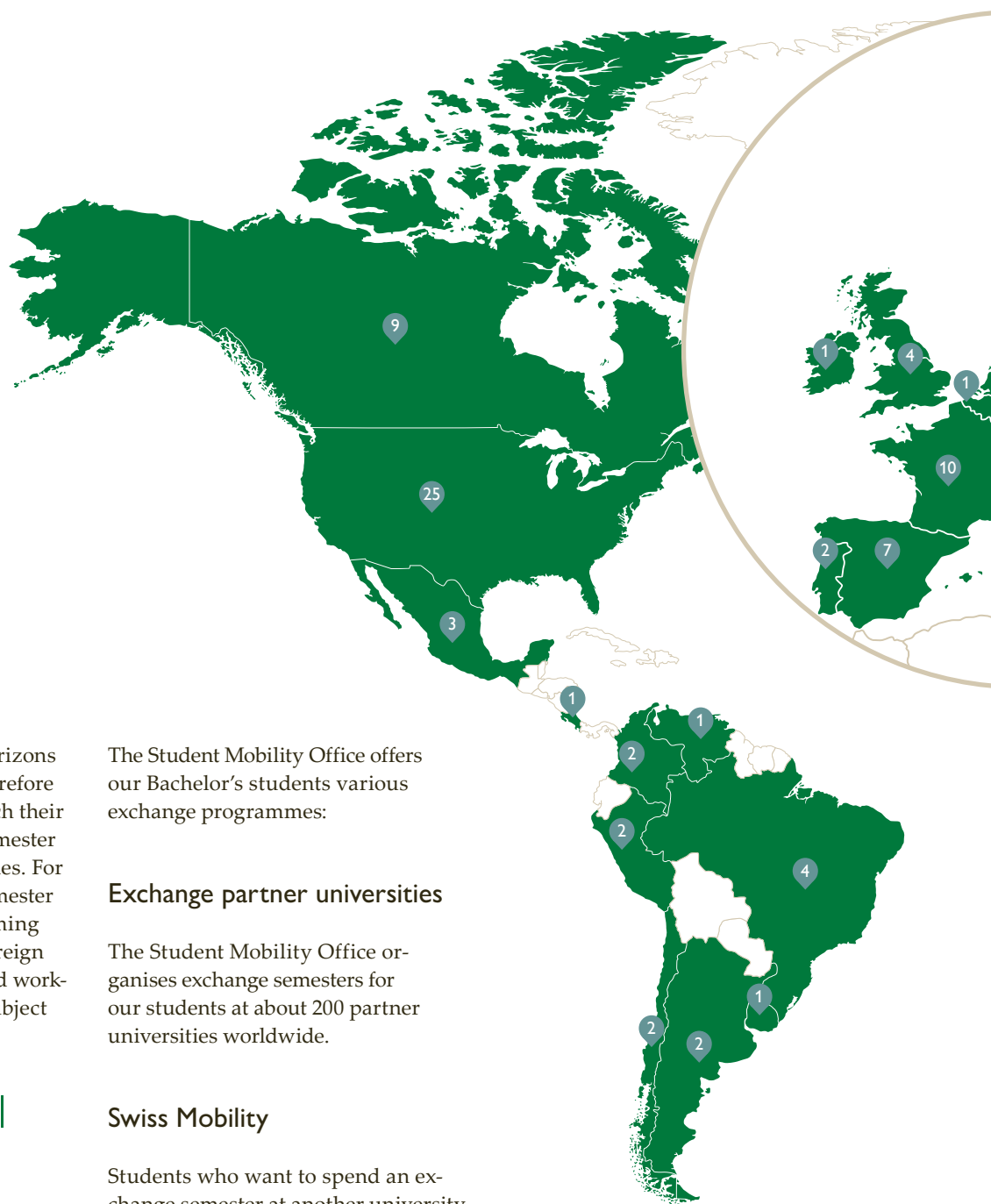
“If you are prepared to work hard, are naturally curious and, most importantly, motivated, don’t let your current Data Science illiteracy put you off to join this amazing family. Without any prior experience of data science and programming I felt like falling into digital Narnia, but after a short time I was able to experience the steepest learning curve I’ve ever had in my life. The course offers so many mini-challenges and exceptional situations that I also gained a lot of experience beyond the subject matter. The opportunity to work with like-minded people in this course really is a once in a lifetime experience.”

Aurelia Raeber, Switzerland
Certificate in Data Science Fundamentals



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Study abroad



Experiences extend people's horizons and form their intellect. We therefore encourage our students to enrich their education with an exchange semester at one of our partner universities. For many students an exchange semester is a defining experience. Becoming involved with people from a foreign culture, different structures and working methods as well as focal subject matter is of great value.

“One must travel to learn.”

Mark Twain

Coursework completed and examinations passed during an exchange semester can be credited to your HSG studies. As such it is not necessary to extend the general duration of the degree course.

Every year, more than 1,000 HSG students spend a semester at a guest university and more than 600 guest students from all over the world join the HSG for one or two semesters.

The Student Mobility Office offers our Bachelor's students various exchange programmes:

Exchange partner universities

The Student Mobility Office organises exchange semesters for our students at about 200 partner universities worldwide.

Swiss Mobility

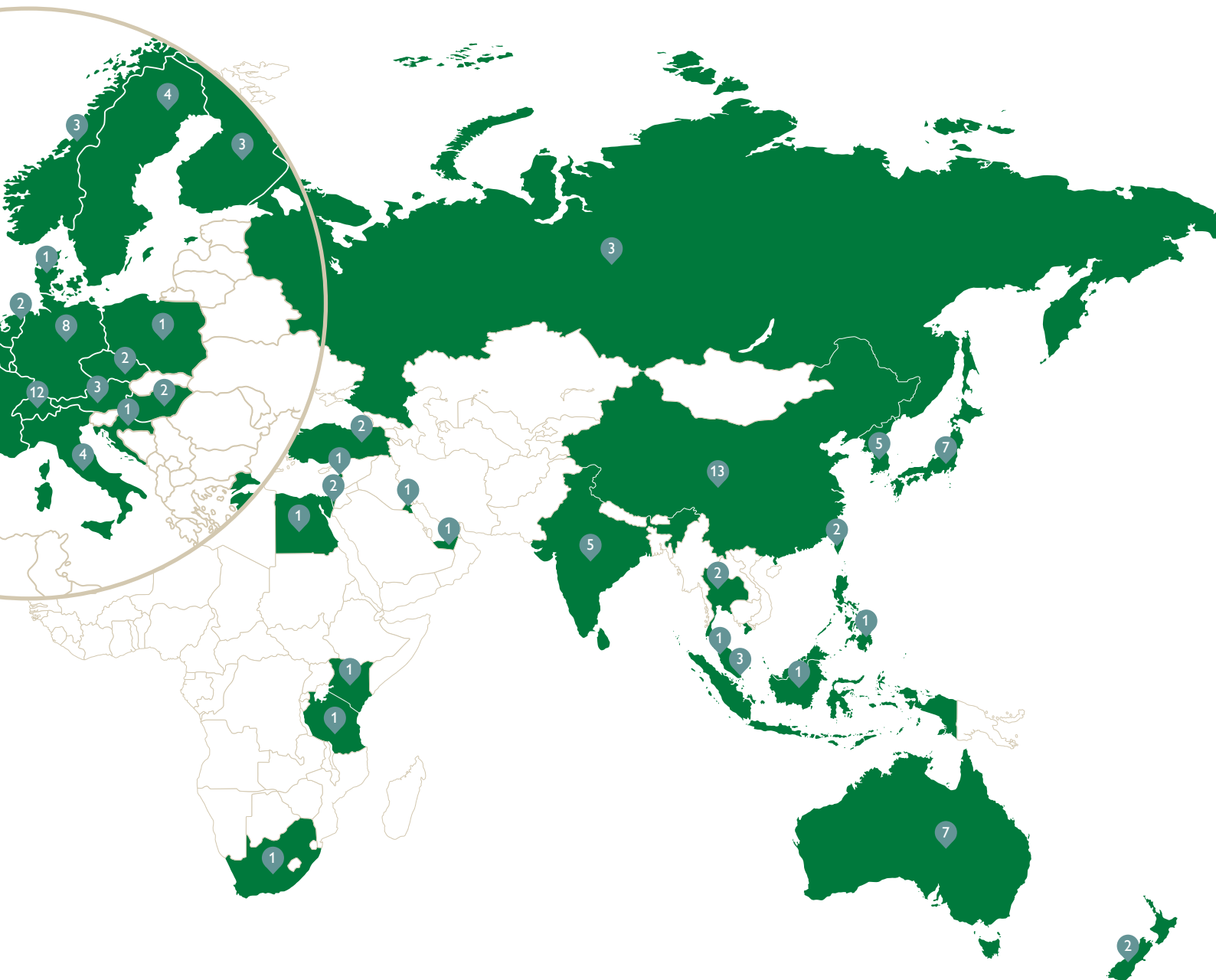
Students who want to spend an exchange semester at another university in Switzerland can participate in the Swiss Mobility exchange programme.

Freemover

If students want to study at a university that is not part of our partner network, they can join the freemover study abroad programme and organise their exchange abroad independently.

Worldwide partner universities

Number of partner universities per country

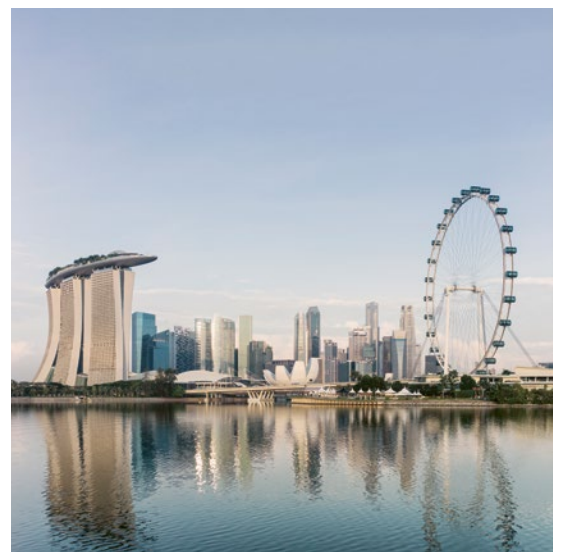


Programmes for exchange students

Students from other universities can spend an exchange semester at the HSG as guest students. If you study at one of our partner universities, your exchange will be organised via your home university. If you study at a university that does not belong to the HSG partner network, you may apply for the freemover programme. Students from other Swiss universities can enrol in the Swiss Mobility programme.

exchange.unisg.ch





HSG Asia Term in Singapur

The HSG Asia Term is the flagship exchange programme for undergraduates of the majors in economics, business administration, international affairs and law offered by the University of St.Gallen.

It provides HSG students with a unique opportunity to obtain a better insight into Asian cultures and business practices. HSG students live and study in Singapore for four months in the autumn semester; besides attending lectures at the Singapore Management University (SMU), they are also active outside the campus. Business consulting projects with local and multinational corporations are a central component of the Asia Term. Furthermore, students are able to participate in a one-week study trip to China, Malaysia, or Thailand in order to gain a better understanding of cultural influences and business life in Asia.

The curriculum of the Asia Term puts emphasis on the combination of academic knowledge and practical experience in an Asian context, which is why it offers participants multiple opportunities for an intercultural exchange with local students and corporate partners.

The Asia Term is jointly organised by the SMU and the St.Gallen Institute of Management in Asia. The HSG institute in Singapore also looks after the students during their stay in Singapore. In return, SMU students are able to participate in the "Management in Europe" exchange programme at the HSG.

asiaterm.unisg.ch
singapore.unisg.ch

HSG Latam Term in São Paulo

The HSG Latam Term is the newest international opportunity for Bachelor's students in the majors in economics, business administration, international affairs and law aiming to gain experience and knowledge in Latin America. Taking place in the spring semester, the programme is open to all undergraduates interested in Latin American cultural, economic and political landscapes and in the challenges and opportunities of emerging markets.

Developed in collaboration between the St.Gallen Institute of Management in Latin America (GIMLA) and one of the top thinktanks, the Fundação Getúlio Vargas in São Paulo, the programme takes place at FGV's School of Business Administration.

Combining academic excellence with realworld impact, the curriculum offers core courses and many electives to meet personal interests and drive career ambitions. Courses and extracurricular activities are co-developed with partners from the private sector, government institutions and international organisations. Latam Term students enhance their intercultural skills through personal interaction with FGV students from all over the world. Extracurricular activities include networking events, volunteering, internships, consultancy projects and study trips to neighboring countries. Living in São Paulo, students experience a vibrant, culturally diverse and metropolitan lifestyle.

latamterm.unisg.ch
gimla.unisg.ch

—
After
graduation —
write your
success story

—
56

Visit us on Campus:
Open Days



You have taken the first step on your path – where will you leave your footprint tomorrow?

Linked up with the world.
hsgalumni.ch



After graduation – write your success story

You've got your Bachelor's degree. What's your next goal?

Are you planning a gap year? Or are you keen on translating the knowledge you've acquired into practice and starting a career? The Career & Corporate Services team supports students with advice and workshops about starting and planning a career.

An exciting option is setting up your own company. You may have developed ideas and plans in the course of your studies which you would like to realise now. The University of St.Gallen actively encourages entrepreneurship. It organises events about it and offers advisory services. Start-ups are the engine of innovations and solutions which take our society forwards and strengthen the economy.

Bring "from insight to impact" to life!

Or do you want to continue your studies?

The Bachelor's degree is the first academic degree. You can embark on a follow-up Master's programme. This will open the doors for a career start and/or an academic career (doctoral studies).

Graduates of the two Bachelor's programmes in Law must obtain a Master's degree to become fully trained lawyers and be admitted to training for the Bar.

Some figures

In the last year, about 40 % of Bachelor graduates took a gap year or semester, or started a job with the option of doing a Master's programme later. Just over 50 % started their Master's programmes directly after their undergraduate studies, over 80 % of them at the HSG. Only three per cent did not want to continue their studies after they had obtained their Bachelor's degree.

Good job prospects

Our graduates are greatly appreciated on the national and international labour markets. Some 78 % of graduates who are looking for work have a regular job by the time of their graduation, the rest are about to sign a contract. On average, they are able to choose between two job offers. Our Bachelor graduates work in a wide variety of industries such as auditing, tax consultancy, business consultancy, management in trade and industry, private banking and asset management, investment banking, in the diplomatic service, in international organisations and NGOs.

Linked up with the world

Approx. 33,000 members and 175 alumni clubs on all continents make HSG Alumni a leading and influential alumni organisation. Through our alumni networks, contact among alumni is cultivated, encouraged and extended.

hsgalumni.ch



Career & Corporate Services (CSC)

HSG TALENTS Conference

The Career & Corporate Services team of the University of St.Gallen is the central contact point for our students regarding their entry into professional life. The certified coaches of the CSC team have extensive know-how of various industries and fields.

Their aim is to support our students in their career planning and in the realisation of their career steps according to individual requirements. For this purpose, the CSC offers individual consultations and workshops about various topics, such as the professional drafting of application documents, (video) interview training, personal career exploration and decision-making. The CSC also supports international students in their entry into professional life in the Swiss labour market and provides them with information about features of Swiss labour law and culture.

The career and event platform provides our students with a job database offering internships, traineeships, and regular jobs.

In addition, they can fill in their profiles on the platform and thus directly can be found by potential employers or register for CSC events. Besides the various workshops, this also includes the HSG TALENTS Conference (hsgtalents.ch), the HSG Banking Days (hsgbankingdays.ch) as well as the HSG Career Days (hsgcareerdays.ch), focusing on FMCG, Industry, Legal, Luxury and Tech.

The HSG TALENTS Conference is the HSG's official recruiting event. It provides our students with an opportunity to establish contact with more than 100 national and international companies, which present themselves at the Company Insight event, offer workshops and conduct interviews or get to know students better in new formats such as Mix, Shake & Associate.

The companies also participate in the main event of this conference: the fair in the Olma Halls. Corporate representatives provide an insight into their work and answer questions about their industries and their companies. These events are the perfect opportunity to get to know various companies.

The HSG TALENTS Conference is one of the biggest events of this type in the German-speaking area. It is organised by students under the project supervision of the Career & Corporate Services.

hsgtalents.ch



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Career & Corporate Services (CSC)

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hsgcareer.ch
my.hsgcareer.ch



Degree courses

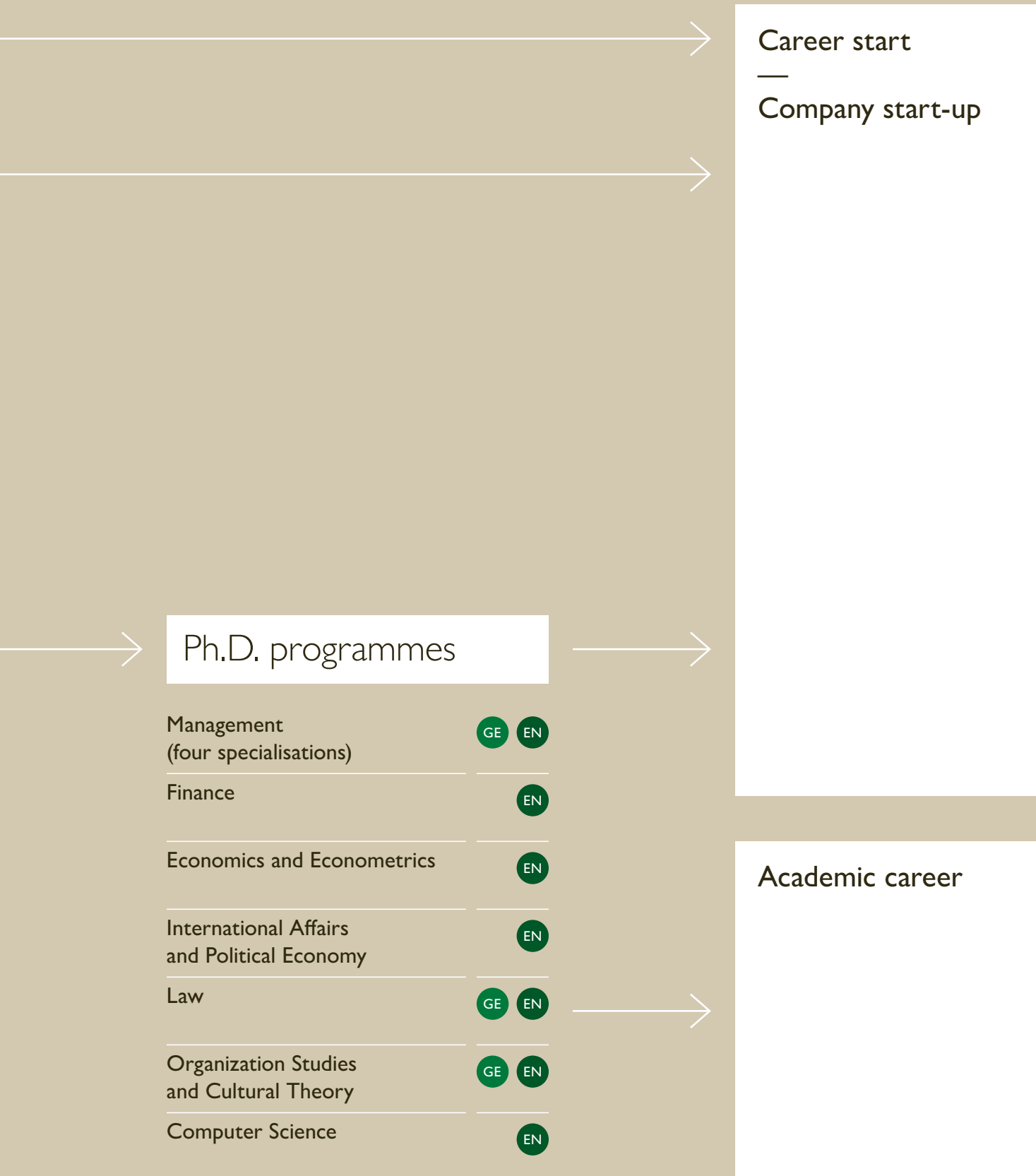
Undergraduate studies

Business Administration	GE EN
Economics	GE EN
International Affairs	GE EN
Law	GE
Law and Economics	GE
Computer Science	GE



Master's programmes

Business Innovation (MBI)	GE EN
Marketing Management (MiMM)	GE EN
Master in Accounting and Corporate Finance (MACFin)	GE EN
Strategy and International Management (SIM)	EN
General Management (MGM)	GE EN
Management, Organization Studies and Cultural Theory (MOK)	GE
Banking and Finance (MBF)	EN
Economics (MEcon)	GE EN
Quantitative Economics and Finance (MiQE/F)	EN
International Affairs and Governance (MIA)	EN
International Law (MIL)	EN
Law (MLaw)	GE
Law and Economics (MLE)	GE
Computer Science (MCS)	EN



You have a goal. This is where you start. Open days for high school graduates.

Discover the University of St.Gallen and get a taste for it.
Experience what studying in St.Gallen is like by taking part
in various presentations of our Bachelor's programmes.
Attend our taster lectures and exchange ideas with students.
We look forward to welcome you.

The open days are held in German.

Dates

Thursday
21 October 2021

—

Tuesday
2 November 2021

—

Thursday
25 November 2021
Women*@HSG – Open Day
for female students

—

Friday
26 November 2021
Open Day Computer Science

Tuesday
7 December 2021
(virtual and English)

—

Thursday
6 January 2022

—

Thursday
3 March 2022

openday.unisg.ch



Scan to explore our
digital campus map.

unisg.link/googlemaps



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Student Mobility
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