

St.Gallen Institute
of Management in Asia



University of St.Gallen



SMU

SINGAPORE MANAGEMENT
UNIVERSITY



*“From insight
to impact”* 

Spend your 5th
semester in
Singapore!

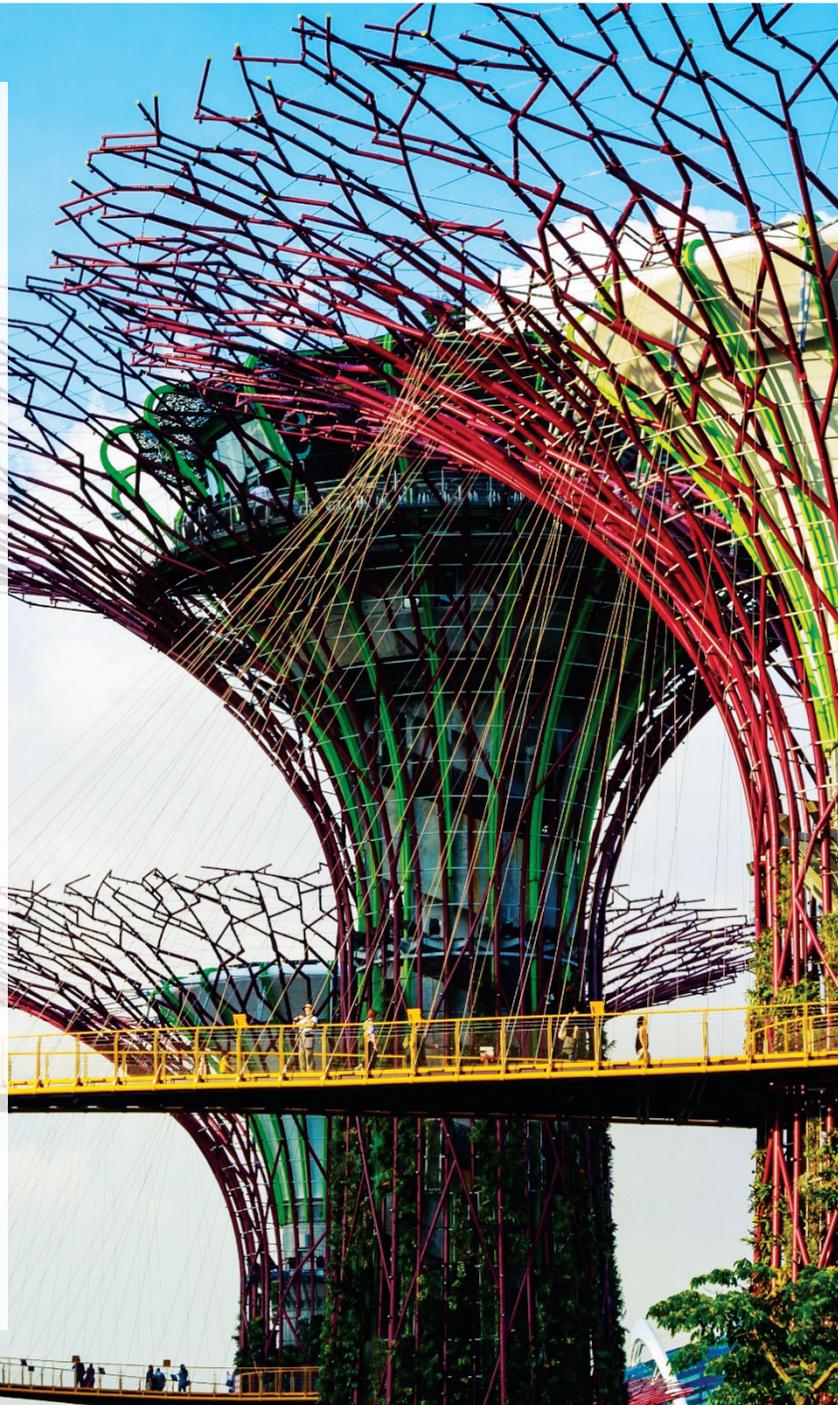
HSG Asia Term in Singapore

The University of St.Gallen’s Flagship Exchange Programme
on the Bachelor’s Level



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Welcome to the Asia Term

Asia is often referred to as the next big economic powerhouse, and has become a high priority for many Western companies. For business students, understanding Asia is a must. Whether you are working directly in Asia or indirectly from Europe with key customers, suppliers or other partners in Asia, you are sure to directly interact with this booming region in your future career. Thus, a profound knowledge about Asian cultures and Asia's driving business dynamics is a key asset for every student.

It is our great pleasure to introduce you to the HSG Asia Term, the university's flagship exchange programme. This customised exchange programme in Singapore offers all HSG Bachelor students the unique opportunity to explore Asia in their fifth semester of studies.

Calibrating your views on Asia

When Asia comes to mind, it is easy to underestimate the magnitude of the continent, the diversity of cultures and its pace of development. The Asia Term emphasises the rich variety of Asia. You systematically learn about the rapid changes, growing opportunities and increasing challenges presented by the rise of Asia and develop your own understanding of the Asian business environment.

The programme management

Prof. Dr. Stefan Morkötter
Academic Director, Asia Term

Combining theory and practice of Asia

The Asia Term core courses emphasise theoretical knowledge and practical application of business concepts. You will conduct a real-world business consulting project for a corporate partner in Singapore and discover other parts of Asia during one of our business study missions.

We don't talk about Asia – we are in Asia

The Asia Term is jointly organised by the St.Gallen Institute of Management in Asia (SGI-HSG) and the Singapore Management University (SMU). The SGI, the University of St.Gallen's first institute abroad and knowledge hub in Asia, is located at the heart of Singapore.

Singapore – the heart of ASEAN

Singapore forms the heart of the Association of Southeast Asian Nations (ASEAN) with over 600 million people. Singapore's open, multi-ethnic culture provides you with a good setting to start learning about Asian cultures. Many Western and Asian companies have their regional or global headquarters and innovation hubs in Singapore, making Singapore the ideal location to start exploring the business dynamics in Asia.

We hope that you will enjoy reading this brochure and we look forward to welcoming you to the Asia Term in Singapore!

Dr. Charlotte Schuster
General Manager, Asia Term





- Lee Kong Chian School of Business →
- Li Ka Shing Library →
- School of Accountancy →
- School of Law →
- School of Information Systems ←
- School of Economics and Social Sciences ←
- SMU Administration Building** ↑

The Asia Term at a glance

The Asia Term is not a regular exchange programme, but a community in its own right. Activities with local students, businesses and social organisations are thoughtfully designed to provide Asia Term students with a practical and holistic understanding of Singapore and Asia in general. The Asia Term also enables the students to build valuable networks, in addition to an exchange term experience.

Tailor-made courses

Core courses are designed with a high practical relevance to the Asian context. Diverse formats such as consulting projects, company visits and guest lectures allow Asia Term students to combine theory with practice and learn about business in a hands-on manner together with local students.

Modern downtown campus

The Asia Term is fully integrated into Singapore Management University (SMU)'s curriculum, giving students a seamless experience for course crediting and selection. Students also have access to a wide range of electives. SMU's downtown campus has many facilities, clubs and associations and its library is open 24 hours a day.

Social and cultural diversity

Studying in multicultural Singapore gives students the chance to experience a cultural 'melting pot', where old meets new and East meets West. In the heart of Southeast Asia, one of the most dynamic and diverse regions in the world, students also have the opportunity to explore historical sites and breath-taking landscapes located only a few hours away from Singapore.





“I can safely say that my experience was eye-opening and taught me many lessons. For me, that is the most important thing for an exchange: discovering, growing and bringing back lots of stories to tell.”

Daphne Huang , Switzerland, Asia Term Student (2018)

Key facts about the Asia Term

Who is the programme for?

The Asia Term is designed for highly-motivated HSG undergraduate students in their third year of studies. All majors are welcome and encouraged to join. As all classes are taught in English, students should have a high level of English competency as well as a keen interest in getting to know Singapore and Asia.

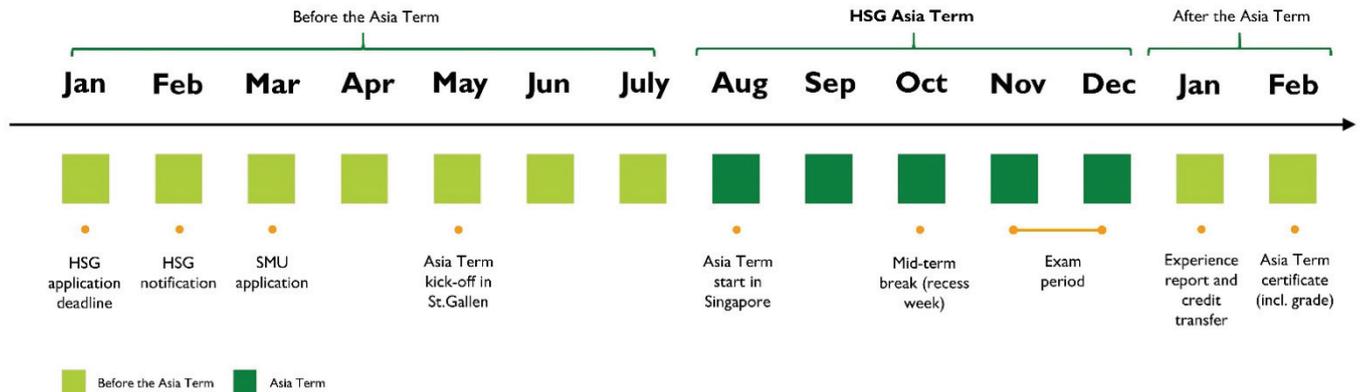
Why choose the Asia Term?

More than 500 students have participated in the Asia Term since its launch in 2003. From August to December, Asia Term students have the opportunity to attend courses together with SMU students offered by SMU and St.Gallen faculty. The goal is to help students gain a deeper understanding of doing business in Asia and enhance their teamwork and inter-cultural skills through close collaboration with their fellow Asian students and companies in Singapore and the region.

Key dates and timeline

Students usually go on exchange in their 5th semester of their undergraduate studies. The application deadline for the Asia Term starting in August is always in January of the respective year. The application is done via the Student Mobility Office's partner university exchange programme. You can choose the Asia Term as one of your 7 choices of partner universities.

- January: HSG application deadline
- February: Notification by HSG and submission of Asia Term course preferences
- May: Asia Term kick-off meeting in St.Gallen
- July: SMU online matriculation and course registration
- August: Start of the Asia Term at SMU
- October: Recess week/Business study missions
- November: Exam weeks
- December: Business study missions and end of Asia Term at SMU
- February: Asia Term certificate and grades



The Asia Term concept

HSG's flagship exchange programme

Specially tailored for St.Gallen undergraduate students, the Asia Term gives participants the opportunity to develop an in-depth understanding of doing business in an Asian context through classes and interactions with Asian companies.

Jointly offered with SMU

Jointly developed with our longstanding partner, the Singapore Management University (SMU), the programme is fully integrated into SMU's curriculum and allows students to benefit from SMU's community, faculty and facilities. The Asia Term is constantly growing, with up to 70 students from St.Gallen participating every year.

Intercultural insights

The design of the Asia Term provides ample opportunities for intercultural experiences and insights into Singaporean culture. Courses taught by SMU and St.Gallen faculty in Singapore provide an accelerated learning experience. During company projects, company visits and guest lectures, students are encouraged to engage in discussions with senior executives to learn about best practices of 'doing business in Asia'. Every year, Asia Term students benefit from more than 50 different corporate partnerships.

Extracurricular activities

Extracurricular activities such as a welcome and farewell dinner give students the chance to get to know each other and their fellow SMU students. A social project with the local community complements the curriculum, helping students to have a more comprehensive understanding of social issues facing the local community.







“For more than ten years, SMU and St.Gallen have had academic exchanges between students and faculty members. We welcome more St.Gallen students to come to Singapore to enjoy our interactive learning environment and hope that this will enable St.Gallen students to broaden their knowledge.”

Francis Koh, Singapore

*Special Advisor, Office of President, Singapore Management University
Mapletree Professor in Real Estate*

Singapore Management University

About SMU

The Singapore Management University (SMU) was established in 2000 as Singapore's first publicly funded and autonomous university specialising in business and management studies. Today, SMU is home to over 9,600 undergraduate and postgraduate students and comprises six schools: The School of Accountancy, the Lee Kong Chian School of Business, the School of Economics, the School of Information Systems, the School of Law, and the School of Social Sciences, as well as over 30 research institutes.

Despite its relatively short history, SMU has already entered the ranks of one of Asia's top universities. For example, the Lee Kong Chian School of Business was ranked #6 in Asia-Pacific by the Financial Times in 2018, and the School of Accountancy ranks #1 in Asia and #3 in the world regarding research (Brigham Young University Rankings 2016). Like the University of St.Gallen, SMU is also accredited by AACSB and EQUIS (Lee Kong Chian School of Business).

A distinctive hallmark of SMU's pedagogy is its emphasis on out-of-classroom values-based learning as well as a highly interactive seminar-style classroom pedagogy. In order to graduate, SMU undergraduate students have to complete a minimum of 10 weeks' internship and 80 hours' community service either locally or overseas, preparing them to adapt to dynamic social and employment contexts.

The SMU campus

The ultra-modern SMU city campus is located downtown in the heart of Singapore, offering students an open environment and many linkages to the surrounding neighbourhoods. Classrooms and libraries use the latest technologies and learning concepts to give students a unique learning experience.

The SMU campus comprises eight buildings, including the Administration Building and the Li Ka Shing Library and five buildings to house their six schools. Research facilities such as seminar rooms, computer labs and group study rooms are located throughout the campus. The university also has a swimming pool, gymnasium, and a multi-purpose sports hall. SMU has a direct connection to the Bras Basah MRT station beneath SMU's University Square.

HSG's partnership with SMU

The cooperation between SMU and HSG has grown over the years, with exchanges taking place at all levels ranging from among the university leadership to between faculty and students. The comparable structures of HSG and SMU in terms of pedagogical approach, size, and administration are integral to the success and the continuous development of this cooperation.

Since 2008, the University of St.Gallen has also offered the 'Management in Europe' programme for SMU students. This four-week summer programme focuses on management and finance concepts in a Swiss/European context, providing insights into the 'European way of doing business', and allowing SMU students to better understand Europe.



The Asia Term curriculum

The Asia Term curriculum aims to give students a broad and integrated understanding of the business context in Asia. The combination of core courses and elective courses ensures that Asia Term students learn about Asia but are also free to pursue their individual academic interests. Most core courses are fully integrated in SMU's curriculum.

The core courses combine theoretical approaches with practical experiences in the Asian context. Much emphasis is put on practical knowledge and in-depth experiences. Classroom lectures are complemented with company visits and guest lectures by senior managers. The figure below illustrates the Asia Term curriculum:

Asia Term Core Courses

Business Consulting (compulsory*, Capstone Project)	Business Development in Asia (compulsory)	Business Study Mission to China / Malaysia / Vietnam (electives)
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Asia Term Elective Courses (selection only)

School at SMU	Courses (selection only)
School of Business	Marketing, Strategy, Asia Pacific Business
School of Economics	Intermediate Microeconomics and Intermediate Macroeconomics (with prerequisites, subject to creditability), Economics of Globalisation, Economic Development in Asia
School of Social Sciences	Mandarin, International Relations of East Asia, Contemporary South Asian Societies, Introduction to Arts Management
School of Law	Business Law, Company Law, Contract Law, Intellectual Property Law

Rules for choosing courses:

<p><u>Mandatory courses (21 ECTS):</u></p> <ul style="list-style-type: none"> Business Consulting* (6 ECTS) Business Development in Asia (3 ECTS) 2 Elective Courses (12 ECTS) 	<p><u>Selection of elective courses:</u></p> <ul style="list-style-type: none"> at most 4 electives (2-3 recommended) First elective per School at SMU can be guaranteed, any additional elective is subject to approval by the respective School at SMU There is <i>no guarantee</i> that a specific elective can be chosen
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* Except for BIA, BLE and BLaw students until further notice.

Asia Term core courses

Business Development in Asia

'Business Development in Asia' is a three-day intensive course during the introduction week of the Asia Term in August. The course is specially tailored for HSG students with a limited prior understanding of Asia and provides an introduction to the Asian business world with an emphasis on business development. It explains how companies can identify, grow and transform business models in the course of their development and in different cultural and economic contexts.

Two contingent factors are discussed to understand business development in Asia: the different business systems within Asia, and the life-cycle of organisations. To bridge the gap between theory and practice, various Asian case studies are presented to give students further insights into the Asian corporate world. The final point of this interactive course is a pitch round, where teams of students present their business ideas for Asia, derived from current trends.

The course is designed to provide students with insights from the latest strategy, entrepreneurship and comparative management thinking to better understand how business development in Asia can create value. Upon completion of the course, the participants should be prepared to act on this understanding when working for a multinational or local player, or when starting their own venture.

Business Consulting

In 'Business Consulting', students from HSG and SMU attend in-class lectures and work on real-life business projects with multinational and local corporate partners.

Weekly meetings between the student teams and the corporate partners ensure that the projects remain on track. The students present their results to the key decision makers of the corporate partners in mid-term and final presentations. Besides acquiring consulting skills, the students strengthen several soft skills, such as intercultural competence as well as leadership and project management.

With a carefully-designed scope and the active support from our corporate partners, students contribute to the individual projects and apply their theoretical knowledge, acquired throughout their studies, in a real business environment. This mutually beneficial partnership helps both the students and their corporate partners to arrive at creative solutions through out-of-the-box thinking. The solutions presented by our students to their corporate partners have often been implemented and realised by the respective corporate partners in the company's decision-making process. Every year, we work together with more than 20 corporate partners, many of which are longstanding collaborators.

Past consulting projects have focused, for example, on the development of an offshore strategy for the Chinese private banking market or a go-to-market strategy for retail products in Singapore. For some projects, the corporate partners have even sent the students to other cities in Asia, such as Jakarta and Tokyo.



“The students’ work has definitely enabled us to identify areas on which we will focus and invest in our business development efforts. The structured, high quality “ready-for-use” deliverables make our internal communication on the topic easy and straightforward.”

-Guillaume Parard, AXA, Corporate Partner 2015



“It was a pleasure and honour for us to have this wonderful opportunity to participate in this project. The students have shown considerable commitment to come up with tangible results over a short period of time.”

-Alex Büchi & Yanuar Chandra, Diener Syz, Corporate Partner 2016



“We very much enjoyed working with a competent, resourceful and dynamic team from the HSG and SMU. The results produced were so relevant that the recommendations were all considered for our strategy.”

-Claire Langrée Saf, Swiss School in Singapore, Corporate Partner 2017



“Working with students on the shared mobility project was a pleasure and was very valuable for us as a company. Their research and final recommendations have helped us to dedicate resources within our company to this segment.”

-Salman Shahid, 3M Singapore, Corporate Partner 2018

Business Study Missions

The Asia Term offers business study missions to China, Malaysia and Vietnam. This course format combines classic in-class teaching with a one-week study mission to the respective focus country. The lectures help the students to develop an initial understanding of the business and cultural context before applying their new knowledge during the respective study trips.

The countries showcased in these courses are rapidly emerging economies that have made their way from developing to middle-income nation in the last years, becoming attractive target markets in their own right, as well as production locations for increasingly complex goods.

Business Study Mission to China

The rapid rise of China is one of the telling stories of our times. From a business perspective, it is a land of abundant opportunity. Growing at an average of 9.7 percent yearly since the late 1970s, China has transformed from a centrally-planned economy into a market economy, and an enormous new middle class has been born.

This course discusses social organisation and economic development in present-day China and exposes students to the contrasting socio-political, cultural and economic contexts of a modern Asian state with a thriving market economy. It provides a broad sweep of the historical context of social change and seeks to equip students with a good appreciation of the history, culture, society, and economy in China. The lectures at SMU will provide students with a strong understanding of China, enabling them to benefit from and fully participate in the business meetings that will take place during the study trip.

Business Study Mission to Malaysia

This course offers the unique opportunity to get to know Malaysia and its business potential in a structured and sophisticated way. It is specifically designed for students to develop a broad and integrated understanding about the business environment in Malaysia, as one of the emerging markets in Southeast Asia.

Malaysia is one of the fastest growing countries in the region and the government has the ambition of raising Malaysia from a middle-income country to a fully developed country by 2020.

The course analyses several aspects of Malaysia's business environment that influences multinational companies' strategic decisions to enter into or expand their business in Malaysia and the challenges and opportunities that they face. The course also explores the rise of Malaysian firms and covers specific topics relevant to Malaysia, such as Islamic finance or halal food and tourism.

Business Study Mission to Vietnam

Vietnam is poised to become Asia's most interesting macro story and investment case. The country has continued to implement economic reforms and might be one of the greatest beneficiaries of recent geopolitical developments. Its success story can serve as a positive example on how opening up can spur growth and prosperity for a socialist country.

In this course, the economic, political and cultural context are carefully examined, looking at the conditions and the impact of growth both on the micro and macro level. This knowledge will build the basis to understand business decisions made by the companies visited during the trip.



Asia Term electives

Asia Term students can take many compulsory subjects and core electives of their respective HSG majors at SMU as part of the Asia Term. A pre-approved list of courses by the HSG admission and crediting office minimises the bureaucracy when planning the exchange semester. The list of pre-approved courses is continuously updated on the Asia Term website and allows students to plan their undergraduate studies.

SMU also offers a wider range of contextual study courses to give students a deeper understanding of Asia, such as Mandarin language classes, courses on Asian history and society, nation building, smart cities as well as courses emphasising soft skills such as leadership, team-building, and intercultural communication. In total, Asia Term students can choose up to four courses from SMU's broad course offering.

Business Administration	Economics	International Affairs	Law and Economics	Law
Compulsory subjects <ul style="list-style-type: none"> – Capstone Project – Many core subjects, e.g. Marketing or Strategy 	Compulsory subjects <ul style="list-style-type: none"> – Micro II – Macro II (with prerequisites) 	Compulsory subjects <ul style="list-style-type: none"> – Micro II – Macro II (with prerequisites) – International Economics 	Compulsory subjects <ul style="list-style-type: none"> – Micro II – Economic Policy – Strategisches Management – Integrationsveranstaltung Recht und Ökonomie 	
Core electives (SoM) e.g. Asia Pacific Business, International Business or Design Thinking and Innovation	Core electives for all Schools: Management, Economics, and Law e.g. Marketing, Intro to Econometrics or Business Law		Core electives (SoL) e.g. Business Law, Company Law or Intellectual Property Law	Corelectives (SoL) e.g. Business Law, Company Law or Intellectual Property Law

SoM: School of Management; SoE: School of Economics; SoL: School of Law

The courses at SMU are adjusted to their curriculum and available faculty. Therefore, every year new courses are added to the course catalogue. The table above gives a first impression of previously offered courses which will probably also be available in your Asia Term.

To find the most recent list of courses, refer to the Asia Term Credit Transfer List available online under the quick links at www.asiaterm.unisg.ch. The SMU course catalogue can be found online as well, most easily via a web search for "SMU course catalogue".



Extra-curricular activities

In addition to the academic programme, the Asia Term also provides students with several extra-curricular activities to promote intercultural exchange and enhance their cultural understanding of Singapore.

Welcome dinner

The Asia Term welcome dinner traditionally takes place just before the beginning of the semester in August. Hosted in a traditional Chinese restaurant, Asia Term students are introduced to the Asia Term programme management team and get to know each other before the semester starts.

Team building with SMU students

A team building afternoon is organised at the beginning of the semester between Asia Term and SMU students for them to get to know each other better. Past activities have included dragon boating, escape rooms, and a BBQ.

Social project

A social project is organised as part of the Asia Term and is an integral part of its curriculum. Through this project, Asia Term students can contribute to their host country during their time in Singapore. They also receive an insight into the lives of elderly and disadvantaged people in Singapore. Social work is widespread in Singapore and also part of the SMU curriculum.

Farewell dinner

The Asia Term farewell dinner gives Asia Term students the opportunity to meet the corporate partners from the last four months and to celebrate with them a successful semester in Singapore.





“Singapore is an extremely diverse and vibrant city which lets you experience many cultures at the same time. Moreover, the country follows a clear vision about its future development, which is why it is very dynamic. This makes it interesting for students to be part of such a culture.”

Giulia Dubler, Switzerland, Asia Term Student (2018)

Become an Asia Term student

Application

The Asia Term takes place in the autumn semester and is possible from the 5th semester of undergraduate studies onwards. It is open to HSG students from all majors. Students must have a 4.50 grade average of passed Assessment Year studies, rounded to two decimal points, and submit proof of a valid English test.

Students are selected through the selection process conducted by the Student Mobility Office (SMO). Participation in the Asia Term does not incur any additional tuition fees; all HSG students remain enrolled at the HSG during their exchange term.

English language requirements

The language test must be less than two years old on the date of the application deadline. Test results must be uploaded in the Mobility-Online portal. In cases where students are native English speakers, the HSG implementation provisions regarding languages will apply. Students will also have to submit an English language certificate to SMU as part of the exchange student registration process.

Language tests accepted	Min. requirement
TOEFL(internet-based)	100 points
TOEFL (paperbased)	600 points
CAE (Cambridge Cert. of Advanced English)	Grade B
CPE (Cambridge Proficiency in English)	Grade C
IELTS (Academic Test)	Grade 7

Second exchange semester

With the Asia Term, students have the unique opportunity to do two partner university exchanges during their undergraduate studies. Specifically, in every Asia Term, there are places reserved for students who want to do the Asia Term as a second exchange semester.

How does it work? Students selected for a partner university exchange place in the spring semester will receive an email from the Student Mobility office to indicate their interest in doing the Asia Term as a second exchange semester during the autumn semester. Selection criteria are the same as for the regular partner university exchange.

Settling in Singapore

International students require a valid visa to study in Singapore. The SMU Global Learning Office will apply for student passes on behalf of incoming exchange students before their arrival in Singapore. Upon successful application for a Student Pass, students will be issued an In-Principle Approval (IPA) Letter. This IPA Letter serves as a one-time entry into Singapore, and must be produced upon arrival at the Immigration Counter in Singapore.



Choosing and crediting courses

Asia Term requirements

Students must take a minimum of 21 ECTS during the Asia Term, including two core courses: “Business Consulting” (6 ECTS), mandatory for Business Administration and Economics students, and “Business Development in Asia” (3 ECTS), mandatory for all Asia Term participants.

Business Consulting can be credited as a Capstone Project (8 ECTS) for Business Administration students, if the students pass an additional requirement.

Rules for choosing electives

Regarding the Business Study Missions (BSM), each student can only participate in one BSM, and students may submit their preferences. The course sizes of BSMs are limited. If exceeded, places will be allocated by drawing of lots.

Crediting courses

Students should refer to the HSG Asia Term Course Crediting list to understand how courses can be credited in St.Gallen. The list is available on the Asia Term website (www.asiaterm.unisg.ch) and continuously updated.

The list contains all pre-approved credit transfer options for the courses available. During the course selection phase, the Asia Term administration will check if and how any other SMU undergraduate course can be credited at HSG upon request. After the Asia Term, students have to fill out a credit transfer request form to receive their credits.

Asia Term Community

Asia Term alumni community

With more than 500 students attending the HSG Asia Term since its inauguration in 2003, the Asia Term alumni community constitutes a valuable network for students of the programme. Friendships and connections that are forged during the Asia Term are often long-lasting. Every year, the alumni dinner in Zurich allows past Asia Term students to mingle and meet with fellow students. Asia Term Alumni are encouraged to join the HSG Asia Term group on the HSG Alumni website and LinkedIn in order to receive updates about these events.

Corporate partners

The Asia Term has a very strong practice-oriented component. Integrating company visits, company projects, guest lectures and business study missions to Malaysia and China enable students to intensively study Asian business practices and to get first-hand insights. The St.Gallen Institute of Management in Asia (SGI-HSG) works continuously with a range of different corporate partners in Singapore and Malaysia, entrenching HSG's reputation as a practical business university.



“The Asia Term is an intense exchange experience which participants typically remember to be challenging and life-enhancing. The Asia Term Alumni Club does not only aim to bring back these incredible memories, but also to facilitate the exchange between participants of different years. The Asia Term alumni network reaches the four corners of the globe and covers many different industries, giving us the unique opportunity to leverage these connections to grow both personally and professionally.”

Daniel Vogt, Switzerland

President Asia Term Alumni and Asia Term Student (2014)

RI

Additive Manufacturing CELLENCE Centre

LASERTEC 65 3D

LASERTEC 65





“ ‘This is not Goodbye’ I told myself when I left after my HSG Asia Term in late 2017 and two years later I returned for an internship to Singapore. It was the start-up scene that made me come back - what an incredible experience, which I can only recommend to anyone looking to ride the wave of a thriving start-up ecosystem hub in Southeast Asia and the World! At the end of my internship I can surely say that besides this, the people you meet here soon become irreplaceable. And there are surprisingly a lot of chances to get to know them in every form and way.”

Eric Oacea, Germany, Asia Term Student (2017)

Internships in Singapore

Every year, some Asia Term students decide to stay on in Singapore after the Asia Term to complement their exchange semester with an international work experience. Internships in Singapore are highly popular and can be done in a variety of areas. Since 2014, universities in Switzerland have been covered by the Work Holiday Programme in Singapore, which allows foreign students studying in selected countries to work and live for up to six months in Singapore with minimal bureaucratic effort.

The Work Holiday Programme (WHP)

The Work Holiday Programme allows eligible students and young graduates to work and live in Singapore for up to 6 months (non-renewable). Students can apply for the WHP if they are aged between 18 and 25. The application process takes about three weeks and costs S\$175. For more information, students may refer to <http://www.mom.gov.sg/passes-and-permits/work-holiday-programme>.

As the programme has at any time a limit of 2'000 applicants, we recommend to apply for the pass early. An application is possible from three months prior to the planned start of the internship.

Finding an internship

Asia Term students are encouraged to complement their exchange programme with an internship experience in Singapore. Drawing on its extensive network of corporate partners, the St.Gallen Institute of Management in Asia forwards Asia Term students internship opportunities in Singapore whenever approached by a corporate partner. Students are also advised to plan ahead and make use of their personal connections as well as the contacts they will encounter in Singapore to explore various options. For example, students who have contacts with companies in Switzerland through prior internship experience may ask to be introduced to their local offices in Singapore.

Students can also take the initiative in their internship search by looking for internships that multinational companies offer in Singapore for local and international students. These typically involve several rounds of interviews, tests at an assessment centre, and competitions. Other useful links include <https://www.internsg.com/>, <https://glints.sg/>, and <http://sg.startupjobs.asia/sg/>.

Students should be aware that interns in Singapore are generally paid a small stipend (i.e. S\$800-1200/month) except in highly competitive positions like investment banking, and plan for their living expenses accordingly.



“What I love about Singapore is the diversity of food and culture in this small city-state. The infinity pool on top of the Marina Bay Sands hotel is, in my view, a perfect copy of Singapore: many people from different countries are peacefully living next to each other in the same crowded place, enjoying the thriving modern lifestyle.”

Ralph Läubli, Switzerland, Asia Term Student (2016)

Living in Singapore

Founded in 1819 as a British colony nestled along the trade routes of the Straits of Malacca, Singapore achieved independence in 1965. With a land area of only 720km², it is one of the most dynamic city-states in Asia and the world. With a population of 5.7 million, Singapore is culturally and linguistically diverse. Visitors to Singapore enjoy not only a high standard of living, but also the opportunity to learn more about the history, heritage and the incredible development story of a nation which went from Third World to First in less than half a century.

Singapore

As a parliamentary republic, Singapore enjoys a high degree of political and economic stability. As one of Asia's most important commercial, transport and financial hubs, Singapore is home to many multinational companies. Its economy is diverse, with financial services, manufacturing, and oil-refining being the top contributors to its GDP. Singapore's port, airport and flagship carrier, Singapore Airlines, are also well-known global brands. Singapore is ranked by the World Bank as one of the world's easiest places to do business and by the World Economic Forum as one of the world's most competitive economies.

Highlights

- Official languages: English, Mandarin, Malay, Tamil
- Ethnically diverse: Chinese 74.3%, Malay 13.5%, Indian 8.8%, other 3.3% (Singstat, 2018)
- Foreign population: 38.4% (Singstat, 2018)
- GDP per capita: S\$87,108 (Singstat, 2018)
- Low unemployment rate: 2.2% (Singstat, 2019)
- Best Asia-Pacific city to live in (Mercer, 2018)
- World's most competitive economy (IMD, 2019)

Cost of living

Based on average living costs of international students in Singapore, a monthly budget of approximately S\$1,500-S\$2,000 is recommended, including all living and studying expenses (accommodation, food, transport, etc.).

Accommodation

The Singapore Management University does not arrange accommodation for international exchange students, but the real estate market in Singapore is very dynamic with lots of rental offers available on short notice. The minimum rental period for flats in Singapore is three months. Students are advised to arrive in Singapore two weeks before the Asia Term starts to find suitable accommodation.

Transport and travel

Singapore has an efficient and relatively inexpensive public transport system that makes travelling around easy and comfortable. Stored-value EZ-Link fare cards can be used on both the MRT and buses. Taxis as well as ride-hailing alternatives such as Grab and Gojek are also very popular. Budget airlines also offer affordable fares to neighbouring countries such as Indonesia, Malaysia, and Thailand.

Climate and culture

Singapore's climate is tropical, with high humidity and temperatures around 26-31°C. The rainy season takes place from November to January with short periods of heavy rain during the day. Singapore's diverse cultural and natural heritage is well reflected in its historical areas such as Little India, Botanic Gardens and the Istana. Many festivals are celebrated throughout the year, reflecting the various ethnic, cultural and religious traditions in Singapore.



University and Growth



St.Gallen Institute
of Management in Asia

University of St.Gallen



St.Gallen
Symposium
Singapore Office

www.stgallen-symposium.org



About the St.Gallen Institute of Management in Asia

Located in Singapore, the St.Gallen Institute of Management in Asia (SGI-HSG) is the University of St.Gallen's first international institute and has served as a platform for Asia-related teaching, research, and services since its establishment in 2011. In 2018, the SGI welcomed more than 320 students and participants of executive education programmes from the HSG, who were enrolled in 16 different programmes in Singapore, ranging from one week up to a four-month exchange semester.

Our vision

The SGI's vision is to foster exchange in teaching and research between Asia and Europe and to cultivate a better understanding of both cultures, regions and economies. It aims to bridge Asia and continental Europe, connecting HSG students and faculty members with Asia and Singapore at all levels of higher education through mutual exchange, teaching and specific research, emphasising a practical approach and integrative view. The SGI facilitates those collaborations by means of a permanent presence in Singapore. It puts a strong emphasis on collaborations with local partner universities, enabling students to spend part of their studies in Singapore and Switzerland.

Benefiting students from Singapore and St.Gallen

Since 1997, longstanding exchange partnerships have been established between the HSG and the National University of Singapore (NUS), Nanyang Technological University (NTU) and Singapore Management University (SMU). More than 1,500 full-time students from St.Gallen and Singapore have participated in these programmes, allowing them to extend their network across continents and develop their intercultural competence.

Teaching

The courses offered at the SGI focus on the business context in Asia, equipping students with the skills to understand the opportunities and challenges of this increasingly important region. The SGI offers classes in the Asia Term as well as its own programmes at the Master's, MBA and executive education level. The University of St.Gallen also offers programmes for students and practitioners from Singapore at the undergraduate and executive education level in St.Gallen to develop an in-depth understanding of the continental European business context.

Research

Research is carried out in Business Development, Wealth Management, Customer Centricity, and Intercultural Competence, and aims to mutually benefit the Swiss and Singaporean business community. For example, through faculty exchange and a strong research centre on the main campus, the SGI actively contributes to the knowledge development about SMEs and family firms in Singapore. The SGI employs researchers permanently residing in Singapore and also hosts visiting professors and doctoral students from the University's main campus each year.

Representing the University in Asia

The SGI promotes the University of St.Gallen in Asia to enhance its reputation as a leading business school by attending education fairs in Singapore and the region and connecting the University with Asian businesses. The SGI actively nurtures the University's growing alumni network with over 200 members and regularly receives official government, business and academic delegations from Switzerland.

Have a look at the Asia Term video



HSG Asia Term: Seeing Asia with new eyes

The video is based on students' experience of studying in the Asia Term programme at Singapore Management University (SMU). It introduces the vibrant city-state of Singapore and the lively downtown campus of SMU. At the same time, Asia Term students and alumni share their personal experiences studying in Singapore and reflect on its value and the lessons they have learned.

The Asia Term video also gives you a glimpse of the business consulting projects that Asia Term students conduct together with their fellow SMU students during the exchange programme, both from the students' perspective as well as from our corporate partners' perspective.

We hope you enjoy watching the video!

Find the video at www.asisaterm.unisg.ch or search on [youtu.be](https://www.youtube.com) for 'HSG Asia Term'



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Useful weblinks

Asia Term

www.asiaterm.unisg.ch
www.facebook.com/HSGAsiaTerm
www.instagram.com/unistgallen.sgi

Student Mobility

www.unisg.ch/en/studium/austauschprogramme

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ACCREDITATIONS