



University of St.Gallen



# The St.Gallen MBA

DEVELOPING RESPONSIBLE LEADERS





*“The University of St.Gallen, with its superb alumni network, is an excellent platform for getting in touch with business leaders from Switzerland, Germany, Austria and beyond. It has had a significant impact on my career.”*

**Stefan Kappeler**, Switzerland (2011)  
Associate, elea Foundation for Ethics in Globalisation

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*“An MBA based on solid academic fundamentals, personal and professional development and ethical leadership.”*

**Prof. Simon Evenett**

Academic Director, The St. Gallen MBA

## MISSION STATEMENT

The mission of the University of St.Gallen MBA programme is to develop competent, entrepreneurial, internationally oriented and socially responsible managers who can master tomorrow's challenges.

### ACADEMIC QUALITY

The St.Gallen MBA offers you a top class international experience, with faculty and content rivalling the best programmes in Europe and the world.

### INTERNATIONALITY

With course content drawn from theory and business cases from around the world, an internationally mobile faculty and a highly diverse student body, the MBA Programme offers a truly international experience.

### GEOGRAPHICAL ADVANTAGE

Pursuing your MBA in St.Gallen allows you to exploit and be inspired by Switzerland's advantages: its international and multicultural orientation, a firmly established

international business community and Europe's traditions of political and social democracy.

### SUCCESSFUL AND RESPONSIBLE LEADERS

We develop internationally oriented and culturally versatile leaders trained to succeed using an integrative and interdisciplinary approach. Our graduates are socially aware and responsible managers accountable to shareholders and stakeholders. It is our ambition to educate MBA students to develop "a cool head, a warm heart, and active hands" (Prof. Dr. Martin Hilb).



Professor Simon Evenett  
Academic Director, The St.Gallen MBA

# INTEGRATIVE MANAGEMENT AND THE ST.GALLEN MANAGEMENT MODEL

40 years ago, a group of professors and lecturers from the University of St.Gallen decided to enhance the traditional understanding of business administration by an integrated management approach.

The group was headed by Hans Ulrich, the director and founder of the Institute of Management. With this move, a wide range of new perspectives opened up for the University of St.Gallen.

## ST.GALLEN MANAGEMENT MODEL

The "St.Gallen Management Model", which soon became famous in the German speaking world, not only constituted an entirely new way of executive education at our university. It also became a guiding perspective for other institutes at the University of St.Gallen as well as for

external researchers, teachers, consultants and managers.

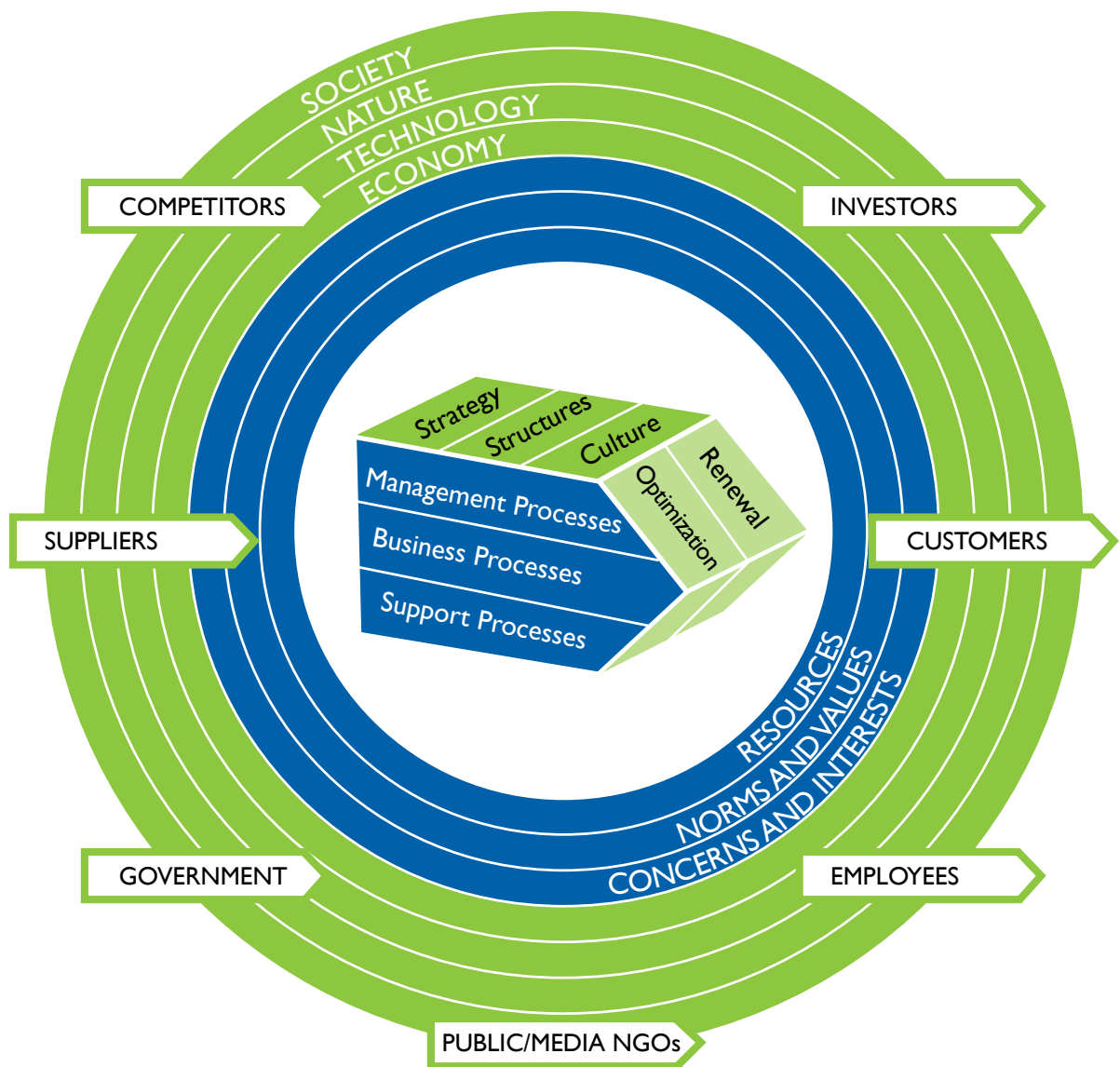
The St.Gallen MBA was founded on the principals of this model and teaches students to adopt a cross functional rather than a single function approach using an interdisciplinary approach to management. Since the 1970s, the university has been a pioneer of a systemic approach to general management.

The St.Gallen Management Model has won international acclaim as a holistic framework which allows to structure the multifarious challenges for a successful and accountable management in an appropriately complex, but nevertheless integrated way.



*"St.Gallen is more than an MBA: it teaches you a holistic and responsible approach to doing business, it unleashes your potential as a business leader and allows you to cultivate your personal interests, from art to sport, in an ideal environment."*

**Massimo Muzzi**, Italy (2008)  
Corporate Finance, ABB



Overview of the new St.Gallen Management Model [Rüegg-Stürm 2005, p.12]



## FULL-TIME MBA

The St.Gallen Full-time MBA is an intensive 12 month experience with a general management approach but with the option for you to tailor the programme towards your own specific career needs.

### CORE MODULES

The first stage of the MBA from September to February comprises 13 core modules and covers a range of general management subjects. The modules are typically taught in blocks with three subjects delivered simultaneously across a 5-week period. A constant theme within this stage of the MBA is team and project work. Each module will consist of academic theory, guest speakers, and case studies all brought together with team project work. Teams will be allocated and change from module to module ensuring you benefit from the full range of experiences in the class.

### LEARNING ASSESSMENT WEEK (LAW)

Rather than a traditional examination period, the MBA Assessment week involves a 90 minute spoken examination covering a range of business and management topics dealt with in the core modules. You will be examined by a panel made up of professors and experts from business. You will then receive detailed individual feedback assessing your strengths and weaknesses from an employment and academic viewpoint.

### ELECTIVE MODULES

During the elective phase of the MBA, over 20 electives are offered in four specialist tracks. The tracks are intended as a flexible guideline to help you focus your MBA on a particular area of business. You are at liberty, however, to choose any combination of electives across tracks in order to best use the MBA towards your personal career goals.

### CORPORATE PROJECT

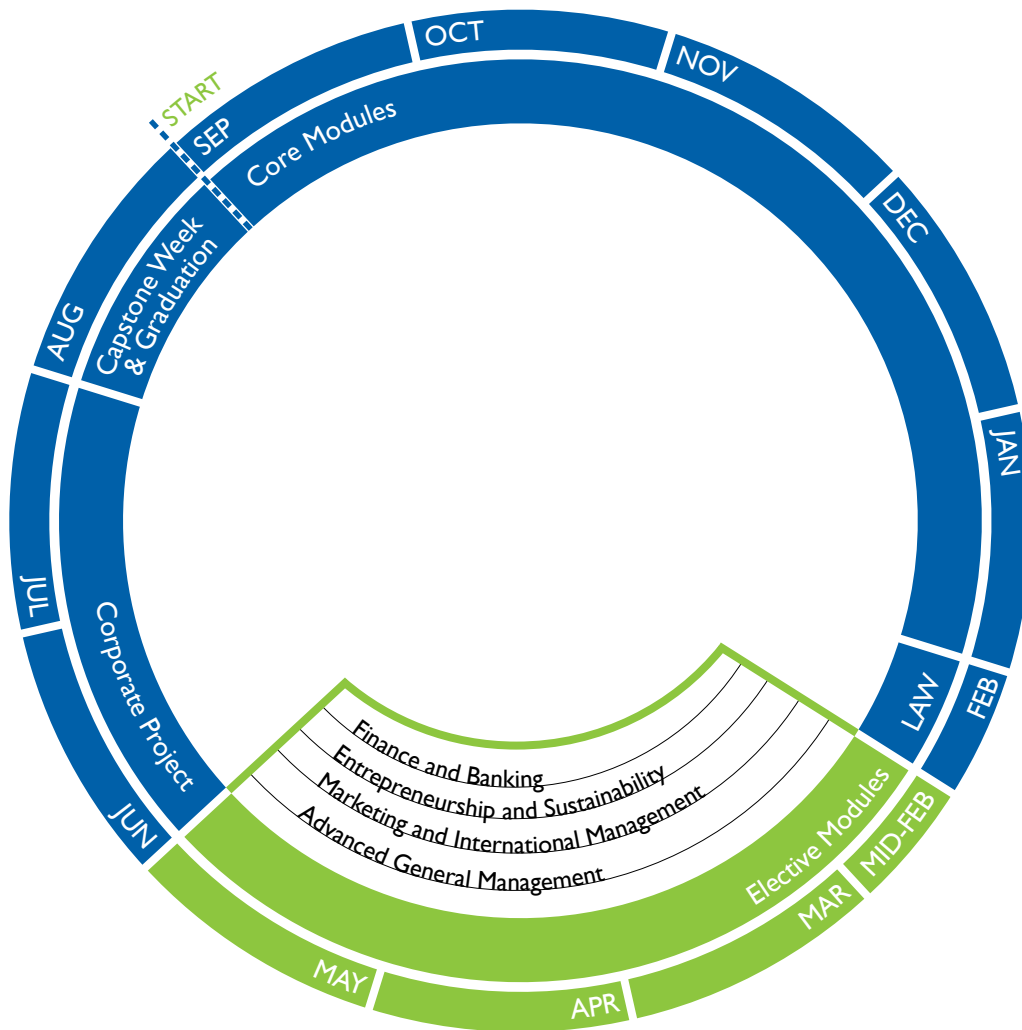
During the final term, you will be required to pursue a Corporate Project either as an in-company business project in a single company or as an academic research project covering a range of companies or a specific industry related issue. The Corporate Project provides you with the opportunity to apply your newly gained knowledge and skills in a practical context. Corporate Projects can be taken individually or in a team of up to three MBA participants and are supervised by MBA professors. Typically, in-company projects are sponsored financially by supporting companies.

### LANGUAGE REQUIREMENT

Located in the centre of Europe, St.Gallen offers job opportunities in a number of different language zones. To facilitate employment opportunities in the market of choice, we offer you complementary language classes. Non-German speakers are required to take the basic German classes to improve the overall experience of staying in Switzerland. German classes count as two elective courses.



# STRUCTURE

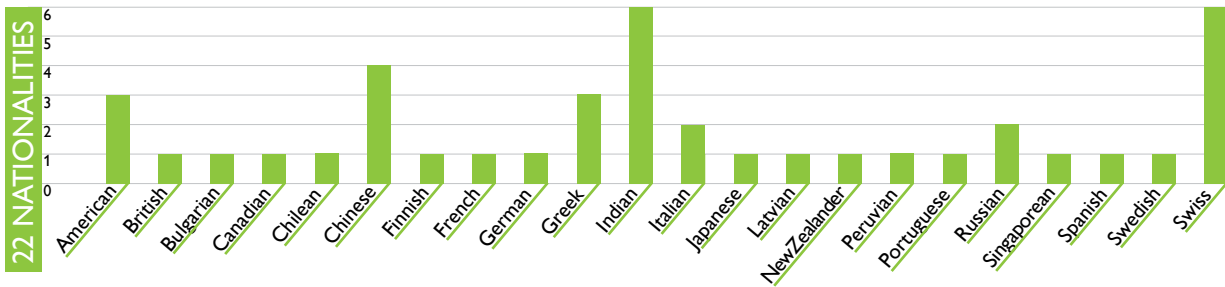


*“The quality of the professors was phenomenal, with many being distinguished scholars in their fields, and the small class size was excellent for the right interaction and building long term relationships with both professors and classmates.”*

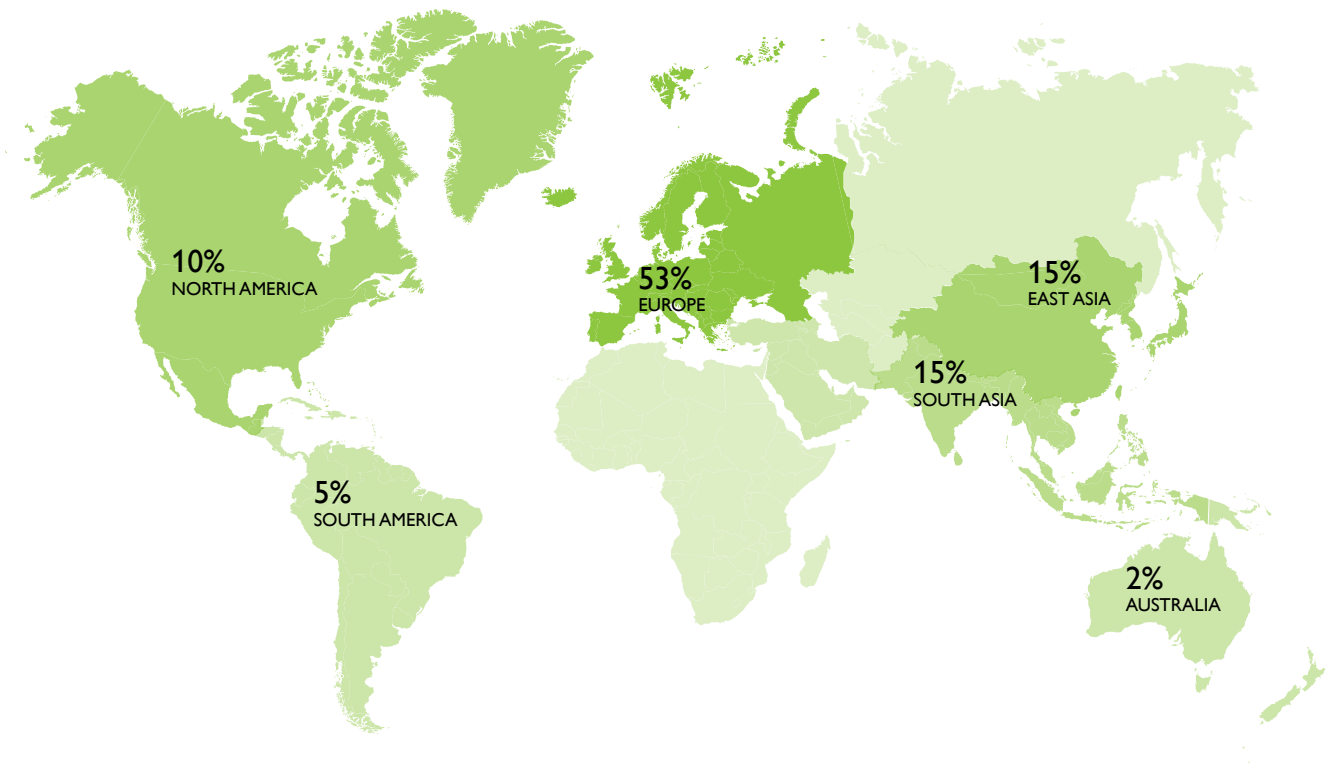
**Jayasankar Peethambaran**, India (2010)  
IT Strategic Project Manager, Novartis



# FULL-TIME MBA CLASS OF 2012



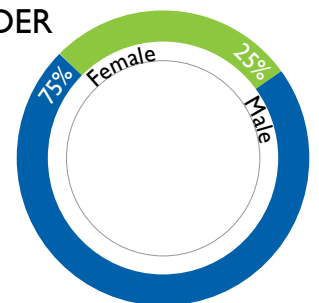
## NATIONALITY BY REGION



### KEY FACTS

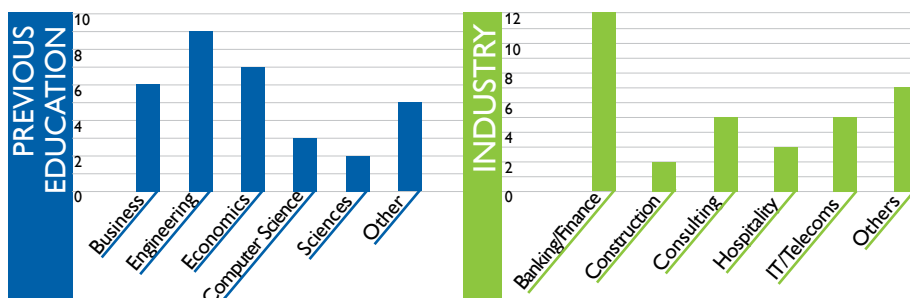
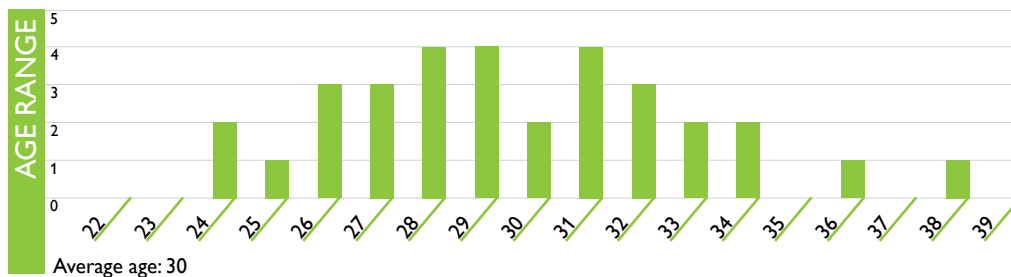
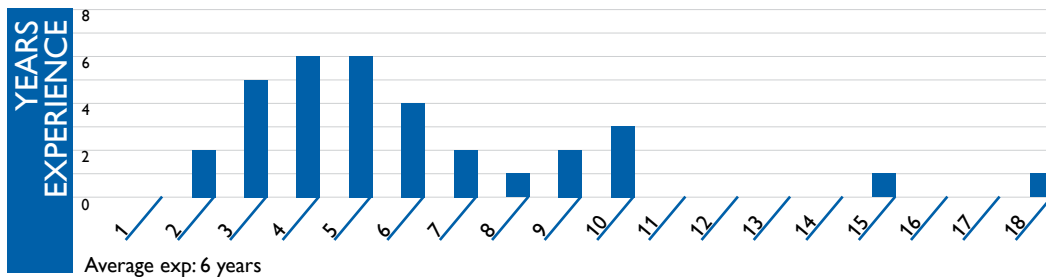
- Average age \_\_\_\_\_ 30
- Average years exp \_\_\_\_\_ 6
- Average GMAT \_\_\_\_\_ 673
- Nationalities \_\_\_\_\_ 22

### GENDER



*“Thanks to the small class size, we profited from an excellent working atmosphere that enabled us to establish close working relationships with professors. Moreover, the programme catered to our individual professional needs, such as private Turkish language classes.”*

**Magdalena Schneider**, Germany (2011)  
Investment Consultant, Credit Suisse



## SINGAPORE MBA DOUBLE DEGREE

Two MBA degrees from two top-ranked B-Schools in Europe and Asia and access to two outstanding alumni and corporate networks: All in 14 months.

As part of the St.Gallen MBA experience, participants in the full-time MBA have the opportunity to spend the second half of the year at our partner institution, Nanyang Technological University, in Singapore. The Double Degree is taught both in Switzerland and Singapore over 14 months and participants join regular MBA classes in both institutions before receiving two MBA degrees.

Participants on the programme will benefit from an enhanced MBA experience, under the guidance of two leading MBA faculties and learning from some of the top industry specialists in Europe and Asia. Graduates will also enjoy access to both alumni networks and career services, providing unrivalled access to contacts and

potential employment opportunities in both Europe and Asia.

Sep - Feb	Core modules in St.Gallen
Feb - Nov	Elective and business study mission in Singapore

### NANYANG TECHNOLOGICAL UNIVERSITY (NTU)

NTU's Nanyang Business School is the rising star among Asian business schools ranked consistently as one of Asia's top business schools by the Financial Times and the Economist Intelligence Unit. In just a decade, the school's business programmes have earned worldwide recognition, with graduates accepted by the global business community and its degrees recognized by reputable overseas universities.



*"The dual MBA programme provides an opportunity to explore key European and Asian markets alike while immersed in two competitive academic environments in their respective markets. As an American, this allows me a unique breadth of cultural diversity enabling me to make the transition to an effective global thinker."*

**Joseph Marshall**, USA (2007)  
Senior Sales Operations, Adobe Systems



## PART-TIME MBA

The St.Gallen Part-time MBA is designed with working professionals in mind and is intended to allow you to remain employed 80-100% for the duration of your studies. The second year of the MBA allows a certain degree of flexibility in the frequency of modules, however most participants complete the MBA within 24 months.

### LOCATION

In order to introduce an international mix of guest speakers and companies, Stage 1 of the Part-time MBA is hosted in St.Gallen, Barcelona and London, with classes rotating through each city alternately. The remainder of the programme is taught on campus in St.Gallen.

### CORE MODULES - STAGE 1&2

Stages 1 and 2 of the Part-time MBA cover a range of general management subjects taught in monthly block modules. The modules are designed to develop a broad understanding of management techniques and issues at the same time as becoming progressively more specialised. Throughout this period the MBA provides a specialised Leadership Development module designed to help you grow and develop both team and leadership skills throughout the MBA programme.

### ELECTIVE MODULES

During the elective phase, over 20 electives are offered in four specialist tracks. Classes are delivered together for both the Full and Part-time MBA enabling both greater networking and a wider choice of electives. The tracks are intended as a flexible guideline with the guarantee that only modules included within any given track will not overlap. You are at liberty, however, to choose any combination of electives across tracks in order to best use the MBA towards your personal career goals. Modules are being held continually during this period, normally as short block modules, enabling you to balance your MBA studies and work commitments.

### ACADEMIC THESIS

The academic thesis offers you a unique opportunity to research and write an academic dissertation relevant to a specific company, function or industry based on a literature review and empirical evidence. The thesis will be carried out alongside your regular employment in the second year of the MBA programme.

The result will be a comprehensive analysis that reflects extensive study inputs and cutting edge management ideas developed at the University of St.Gallen.

# STRUCTURE

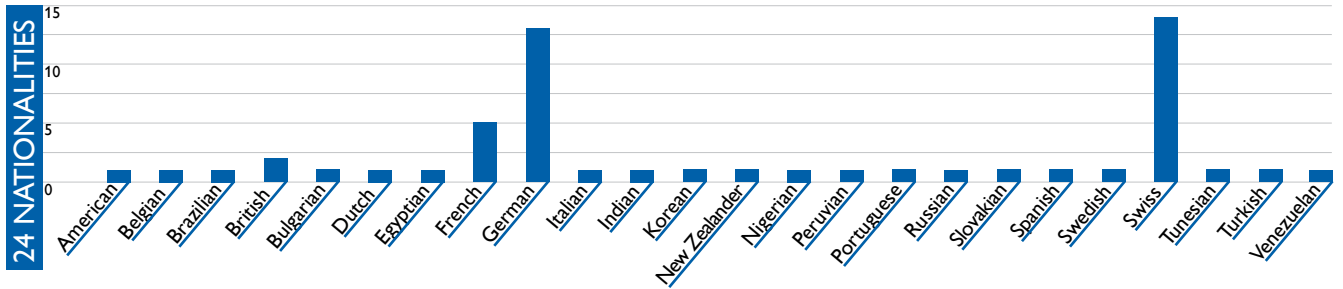


*“There couldn’t have been a more inspiring programme start than that: three state-of-the-art case studies solved by multi-cultural teams from 24 nationalities.”*

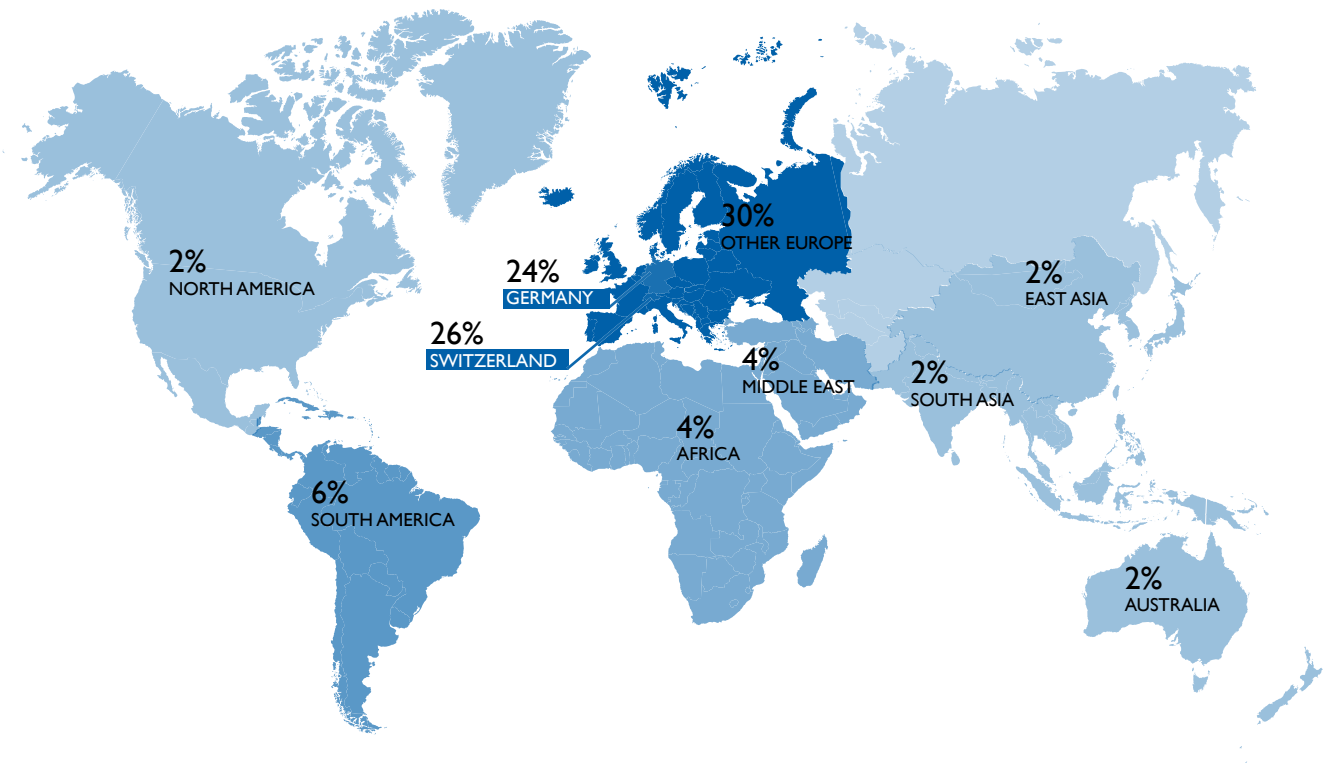
**Bernd Schwieder**, Germany (2013)  
International Market Development, WMF



# PART-TIME MBA CLASS OF 2013



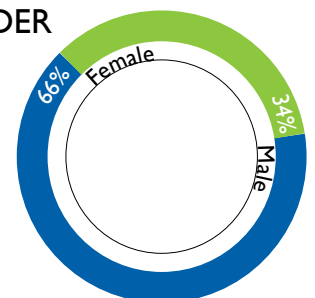
## NATIONALITY BY REGION



### KEY FACTS

- Average age \_\_\_\_\_ 32
- Average years exp \_\_\_\_\_ 7
- Nationalities \_\_\_\_\_ 24

### GENDER

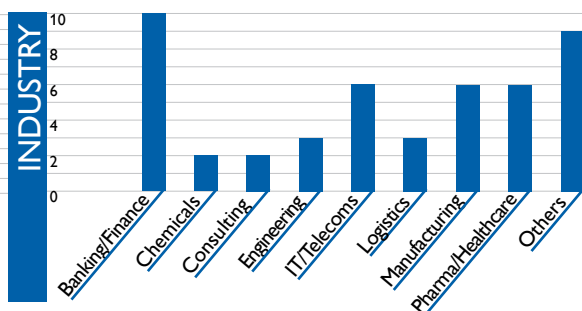
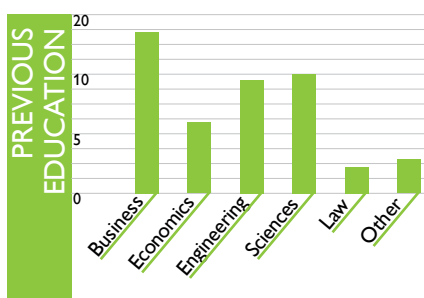
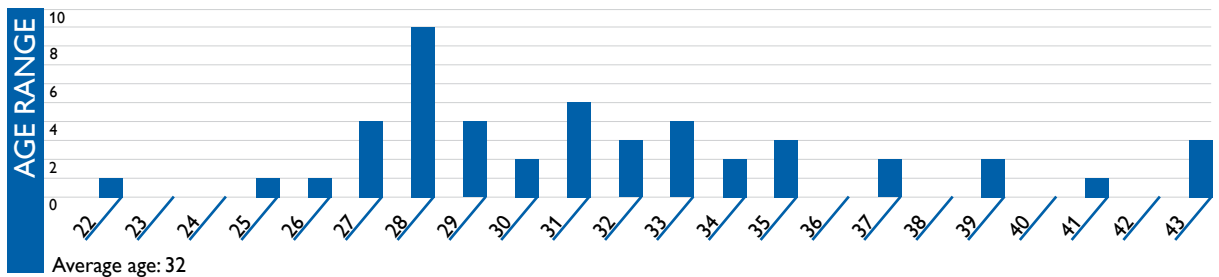
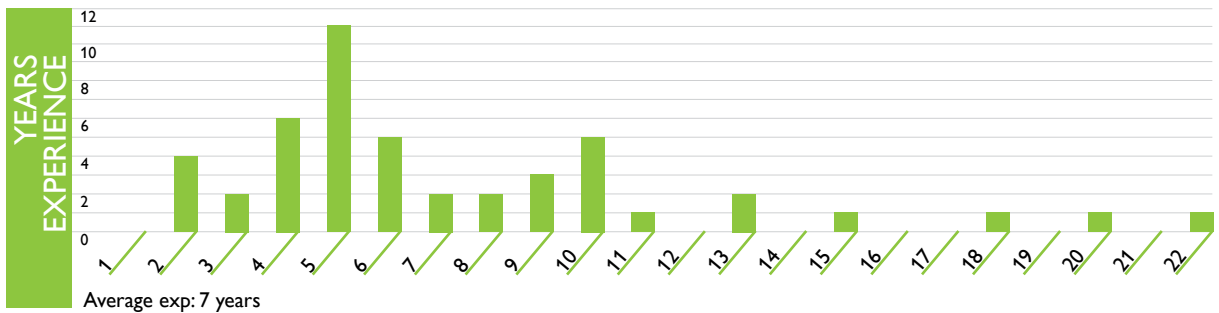






*“Studying with only 40 classmates means that you cannot hide away in a subgroup that is similar to you. You are challenged to deal with diverse, international people!”*

**Sven Cammerer**, Germany (2011)  
Corporate Development Manager, Sulzer



## CAREER SERVICES

Career development is a key part of your MBA experience especially in today's challenging business environment. We recognize that your career path is an individual journey so we have embedded a tailored Career Development Programme to progressively sharpen your career objectives and develop your professional capabilities. Our aim is to prepare you for a focused career search and to support you in achieving your next career step.

Individual support will be provided by the Career Services team throughout the MBA and you will be challenged to define your vision and self-perception through assessment tools and multiple coaching sessions. In addition, you will be assigned a mentor from the alumni community to help support and guide you as you seek to make the best use of your time during and after the MBA.

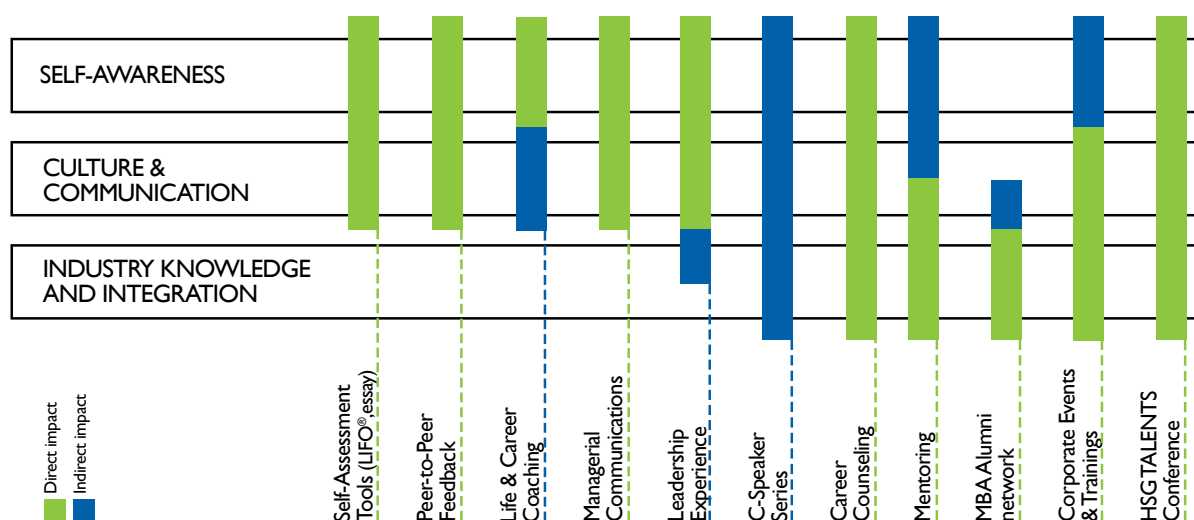
### STRONG TIES TO THE BUSINESS COMMUNITY

The ability to network is one of the key factors behind the success of Swiss business. We recognize this and have embedded alumni mentoring into the MBA experience.

In addition we have also invited a number of leading Swiss and international companies to deliver elements of their internal talent development programmes to help you acquire essential leadership skills and the cutting edge business experience. The MBA Programme proposes a significant value added offer to these companies with its highly selected, English speaking graduates and our location 1 hour from Zurich provides you with a significant advantage when approaching the many international headquarters that have been established in the region.

### CAREER DEVELOPMENT PROGRAMME

The programme is broken into a suite of interconnected components that focus on three core themes:



## HSG TALENTS

Our Career Services team will ensure you are prepared for the biggest career fair in Switzerland, HSG TALENTS. You will have life-long, free access to the associated online recruitment platform that presents your profile to the full range of the university's corporate partners in preparation for the annual conference:

- 100 leading international companies and institutions
- two weeks of company workshops, presentations, interviews and a full day recruitment fair

## THE MBA LOUNGE

The highlight of the MBA recruitment year, the MBA Lounge, is a career fair within a career fair. Taking place during HSG Talents, the MBA Lounge is an exclusive event for MBA and EMBA students and alumni. Companies attending the event are hand picked to specifically target internationally mobile, English-speaking MBA graduates.

## KEY CORPORATE PARTNERS 2011



## ADDITIONAL RECRUITING AND PARTNER COMPANIES 2011

- AMC
- AT Kearney
- Bain & Company
- Baloise
- BASF
- Booz Allen Hamilton
- Boston Consulting Group
- Clariden Leu
- Deutsche Post Inhouse Consulting
- Dow Chemicals
- GapGemini
- GE Energy
- Glencore
- Google
- Hilti
- Holcim
- Infosys
- Julius Bär
- KPMG
- Leica Hexagon
- LM Windpower
- Oikos
- PWC
- Roche
- Roland Berger
- Schindler
- Siemens VC
- Swiss Re
- Swisscom
- Syngenta
- Trinity Procurement
- UBS
- Unilever
- Venture Valuation
- Wegelin
- Zurich Financial Services



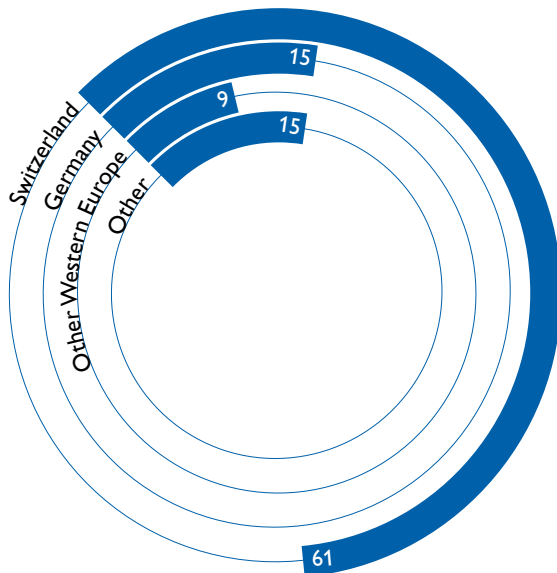
*“What really sets St.Gallen apart from other programmes is the emphasis on personal development and soft skills. The MBA helped me to improve my soft skills, day in day out, in various training workshops and modules. Most importantly, the MBA helped to identify my personal leadership style and my key strengths and weaknesses.”*

**Nitin Madan**, India (2010)  
Business Innovation Manager, Swisscom

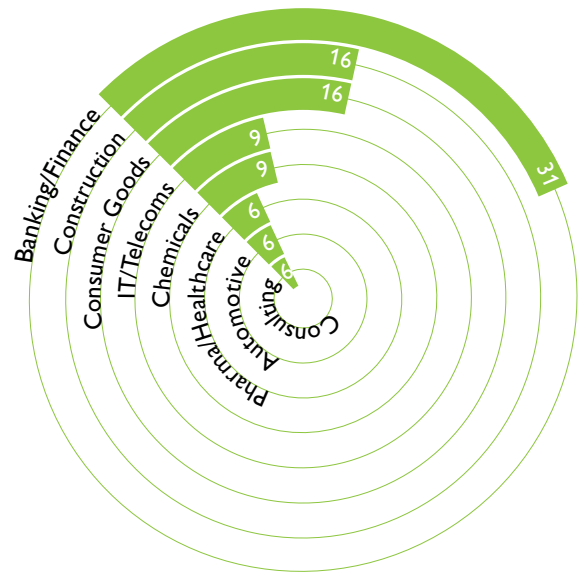
# PLACEMENT REPORT

## CLASS OF 2010

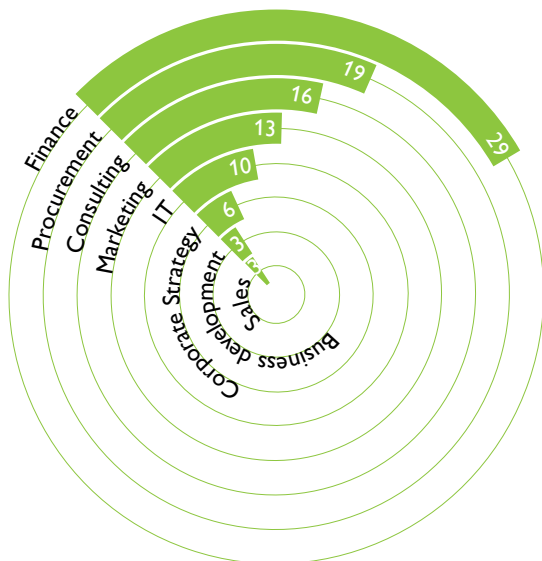
- Average pre-MBA salary \_\_\_\_\_ CHF 67 800
- Average post-MBA salary \_\_\_\_\_ CHF 109 200
- Salary increase \_\_\_\_\_ 61 %
- Employed within 3 months \_\_\_\_\_ 80 %



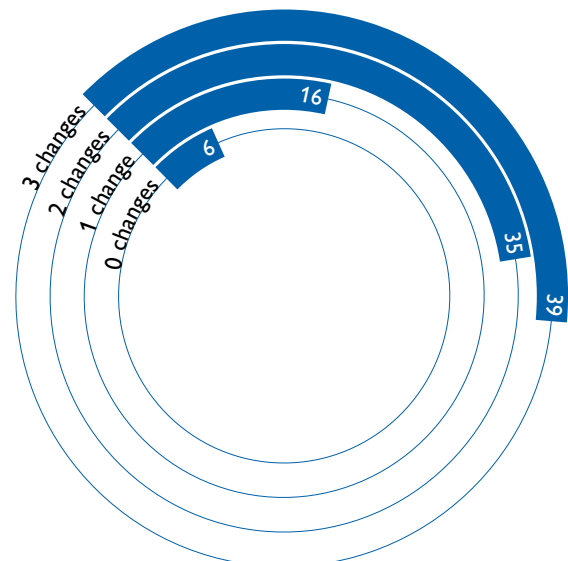
Location Post-MBA (%)



Industry of Employment (%)



Functional Area (%)



Career Changes (%)  
Country/Industry/Function

## HSG ALUMNI

When you join the St.Gallen MBA you are beginning more than just an education. You are entering a network that will last a lifetime.

The St.Gallen MBA is a close-knit community and the small class size helps you to build strong bonds with your classmates. And yet, after receiving your MBA degree, you are entering one of the strongest and broadest alumni clubs in Europe - the University of St.Gallen HSG Alumni.

With more than 80 chapters spread across 5 continents with concentrations in Europe, North America and East Asia, the St.Gallen alumni network provides one of the strongest business networks in Switzerland.

As an MBA alumnus you will receive life-long membership of the HSG Alumni network and will be encouraged to attend and contribute to some of the many formal and informal associations within the network. St.Gallen alumni associate in many ways based on location, language, industry and personal interests. Within this, the St.Gallen MBA alumni make an active and strong commitment.

### HOMEcomings

As a focal point of MBA alumni events, the MBA hosts an annual Homecoming Event, allowing alumni to return from across the world to meet old friends and strengthen their network. The 2011 MBA Homecoming Event welcomed over 100 alumni including representatives from every graduating class.



*"Thanks to the HSG alumni network, large in Switzerland but also extended across Europe, USA and Asia, MBA students have the possibility of interacting with alumni in more senior positions who can guide, challenge and support them in their next career step: a clear USP of the St.Gallen MBA."*

**Filippo Mulinacci**, Italy (2011)  
Business Development Associate, Roche

## ADMISSIONS

We are looking for candidates who will enrich the class profile in terms of diversity in academic, professional and geographic backgrounds.

The Admissions Committee therefore takes a detailed and holistic view of each application.

We offer you a personalised admission process to enable this and we encourage you to interact with both the Admissions Team and past and present students during the application process.

### FORMAL REQUIREMENTS

- University degree in any discipline (Bachelor or equivalent)
- 2 years of relevant work experience (minimum)
- A competitive GMAT score
- Fluency in English

### APPLICATION DEADLINES

- 1st application deadline: 1 December
- 2nd application deadline: 1 February
- 3rd application deadline: 1 April
- 4th application deadline: 1 June

## LOCATION







## FINANCING

	TUITION COST	ACCOMMODATION COST [estimated]	LIVING/TRAVEL COST [estimated]	SCHOLARSHIPS AVAILABLE	LOANS AVAILABLE
Full-time MBA	CHF 63 000	CHF 9 000	CHF 13 100	yes	yes
Part-time MBA	CHF 70 000	CHF 5 000	CHF 5 000	yes	Swiss residents only

### LOAN PROGRAMME

The St.Gallen MBA is one of the few programmes in Europe to offer a loan programme without the need for a co-signor or guarantor. All loan offers are subject to an additional application procedure. Unfortunately, no loans are available to cover the cost of living.

Two types of loans are on offer:

RECIPIENTS	VALUE
EU/Swiss nationals	Covers up to the full cost of tuition
Non-EU/ Swiss nationals	Covers up to 50% of cost of tuition

*Full conditions for all financial offers are available on our website.  
Offers may change during the year.*

### SCHOLARSHIPS

The St.Gallen MBA is able to offer a number of partial scholarships for students based on a number of different requirements. As new scholarships become available details and requirements will be published online.

Scholarships are awarded on the basis of professional and academic merit and may be linked to other factors, including industry of employment or gender.

Typically, scholarship recipients have performed exceptionally in their interview, in the application essays and bring a GMAT score above the class average. Particular attention will be paid to those candidates with leadership qualities and those expected to perform exceptionally in their post-MBA careers.



*“My post-MBA goal was to join a leading financial institution in Zurich. St.Gallen’s strong reputation in the market and the extensive alumni network helped me to do just that. I am very happy with my choice and would do it all over again if necessary!”*

**Marina Viergutz**, USA/Ukraine (2011)  
Business Manager Eastern Europe, Credit Suisse



## CONTACT

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