



University of St.Gallen



A short portrait





A dialogue between architecture and art  
Students in front of Georges Braque's dove of peace

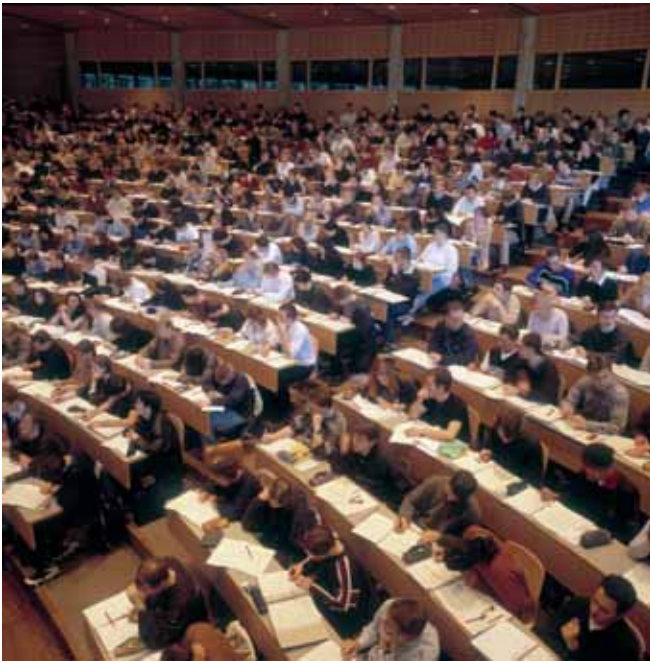
Practice-oriented education and an integrative view have been the hallmarks of the University of St.Gallen ever since it was founded. Today, the HSG educates some 5,000 students in business administration, economics, law and social sciences – with success: the HSG is among Europe's leading business universities. Its holistic education, which meets the highest academic standards, has earned it the seal of approval of the EQUIS and AACSB accreditations.

### History

The University of St.Gallen was founded as a “Business Academy” in 1898 – in the heyday of St.Gallen embroidery – and offered its first lectures in 1899. It became a “Business University” in 1911, and at the time of its move into the Rosenberg premises in 1963, it already had 1,000 students and 27 professors. The 1960s buildings by Walter M. Förderer were extended by a building by Bruno Gerosa in 1989. With works by, among others, Arp, Miró, Braque, Enzo Cucchi, Giacometti and Richter, the HSG is not only a seat of learning, but also a place of culture and art. It creates the unique dialogue between architecture and sculpture for which the University of St.Gallen is known far beyond the national borders.



Prof. Ernst Mohr, PhD  
President



Learning the basics together  
Lecture in the Audimax

### Studies

In 2001, the University of St.Gallen integrally introduced Bachelor's and Master's courses, thus playing a pioneering role in the implementation of the Bologna model. In the course of these reforms, the HSG also thoroughly restructured its curricula. Thus contextual studies were established, which supplement core studies with personality development – after all, both society and business now require graduates to possess intellectual flexibility and intercultural qualifications. A quarter of the studies at the HSG therefore consists of courses in cultural awareness, leadership skills and critical thinking. These subjects train students' analytical faculties, cultural sensitivity and management abilities. Added to this, there are interactive independent studies, which reinforce personal responsibility. Independent studies complement contact



Reinforcing personal responsibility  
Independent studies in the library





Planning and mastering studies in a team  
Students doing group work in the library building

studies, which are made up of lectures and seminars. This combination supports students in their successful mastery of the high demands made by graduate courses at the HSG.

The Bachelor's programs convey broadly based fundamental knowledge in the selected major, and they enable students to enter practical working life or to take up a course at the Master's Level. In the Master's program, students extend their knowledge both in theoretical and practical terms. Finally, the doctoral and Ph.D. programs pave the way for an academic career.

80 tenured professors, 60 assistant professors and senior lecturers, more than 300 lecturers and 300 assistants teach students both theory and practice – in the sense of universitas as an academic community.

Contact studies in small groups  
A lesson with Professor Dr. Alex Keel





Student commitment with international effect  
Presentation of the ISC Wings of Excellence Award

**Student initiatives**

HSG students do not only devote their time to their studies but also pursue varied extracurricular activities in more than 80 student initiatives. The annual ISC Management Symposium and Model WTO, a simulated ministerial conference on international trade, are excellent cases in point. The combination of scientific thinking and entrepreneurial skills, which is not least acquired through participation in student initiatives, is the secret of the great demand for HSG graduates both at home and abroad. This is shown, for instance, in Forum HSG, one of the biggest recruiting events in the German-speaking area. It is organized by a student association and unites more than 100 internationally significant companies on the HSG campus every year.



**HSG Alumni**

The HSG Alumni association covers a global network of over 15,000 HSG graduates, many of them staying in regular contact with the University. For instance, many alumni actively support students with their experience in the context of the mentoring program.

Life-long ties with the HSG  
Bachelor's degree certificate being handed over by the President





## Campus

The campus of the University presents itself as an uncomplicated, compact set of buildings with short distances in between. Its modern infrastructure supports students' individual and collective learning efforts.

Besides more than 350,000 bound volumes and some 1,500 journals, the open-access library contains a growing selection of e-journals that focus on economic and legal studies.

To keep body and mind in balance, the HSG campus provides its own sports center with a gym, sauna, and open-air facilities for football, basketball, beach volleyball, tennis and much more. Courses on offer range from aerobics to yoga. Moreover, the University's unique location between Lake Constance and the Alps invites students to pursue a wide variety of sports and leisure activities in the vicinity.



State-of-the-art infrastructure  
Internet terminals in the library building

Balance between body and mind  
Beach volleyball on campus





### The culture of exchanging ideas

Young researchers in the central institute building

### Research

The research crystallization points at the University of St.Gallen are its 30 institutes and research centers, which constitute an integral part of the University. The institutes, which are largely autonomous and mostly self-financing, still remain closely connected to university operations: the institutes' directors are also HSG professors. The institutes provide an interface between theory and practice through applied research and consultancy, thereby giving crucial support to up-and-coming academics.

### Executive School

The University of St.Gallen has long considered continuing education to be a key concern. From autumn 2005, continuing education will be housed under the roof of the Executive School for Management, Technology and Law (ES-HSG). Besides a full-time MBA, which was successfully launched in 2005, the University of St.Gallen offers various post-graduate programs, among them the Executive MBAs in General Management, Business

Engineering, Financial Services and Insurance, Logistics, the Executive Master of European and International Business Law, as well as the Intensive Study Program in the Management of Small and Medium-sized Enterprises. Moreover, a wide range of seminars and congresses from the entire spectrum of the sciences taught at the HSG is being developed, as are individually tailored in-house programs.

### Life-long learning at the HSG

Seminar participants in the Convention and Executive Education Center



## Bridging theory and practice

Exchange of experience in the mentoring program

Integrated in international networks,  
rooted in the region

Foreign students come from more than 60 countries and account for a quarter of all students. For this reason, multilingualism is actively practiced and concertedly promoted. The University of St.Gallen maintains partnerships for exchange semesters with more than 100 universities worldwide. It is a member of CEMS (Community of European Management Schools), PIM (Partnership in International Management) and APSIA (Association of Professional Schools of International Affairs). Besides the CEMS Master's in International Management, further double degrees may be obtained in cooperation with reputed partner universities such as Bocconi, ESADE, HEC, NTU, RSM, or Sciences Po. With its own office in Singapore, the HSG establishes contacts in Asia.

The University of St.Gallen also makes its network accessible to the region. As an employer, congress organizer, and impulse provider for business start-ups, the HSG plays a significant role in Eastern Switzerland. With its wide range of public lectures, the popular Children's University, or its participation in local events: the HSG serves the population.



Living internationality

Exchange students traveling in Switzerland

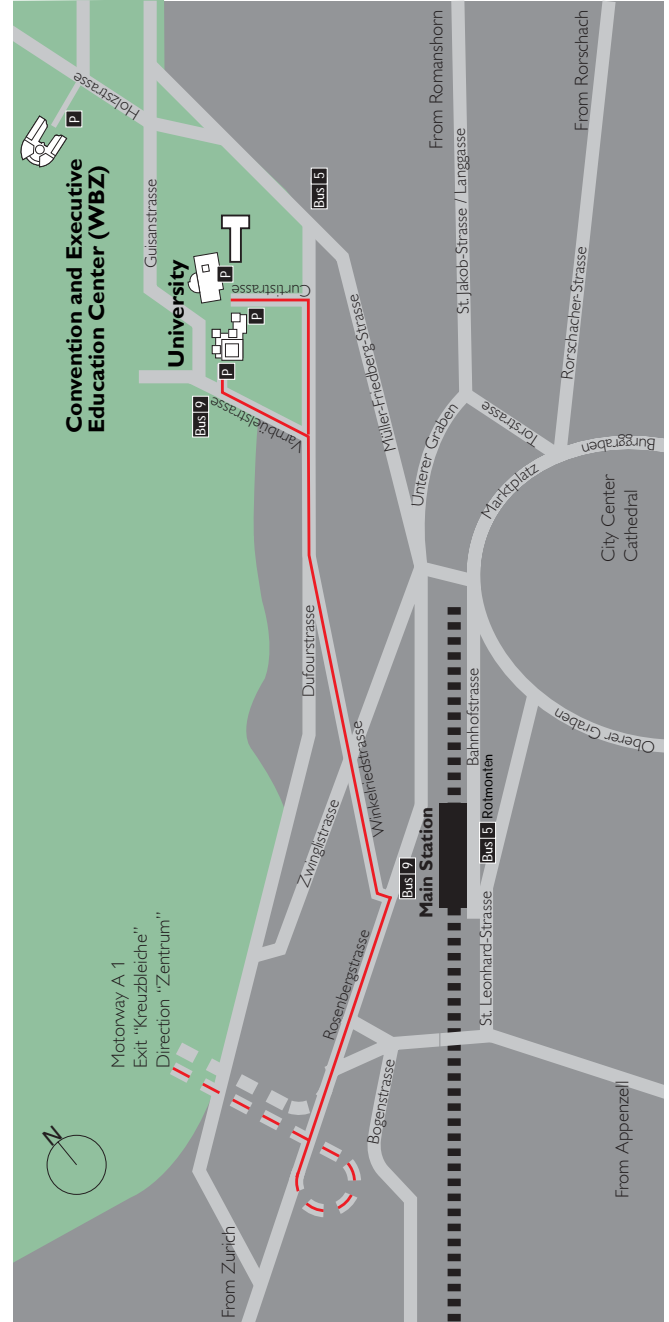
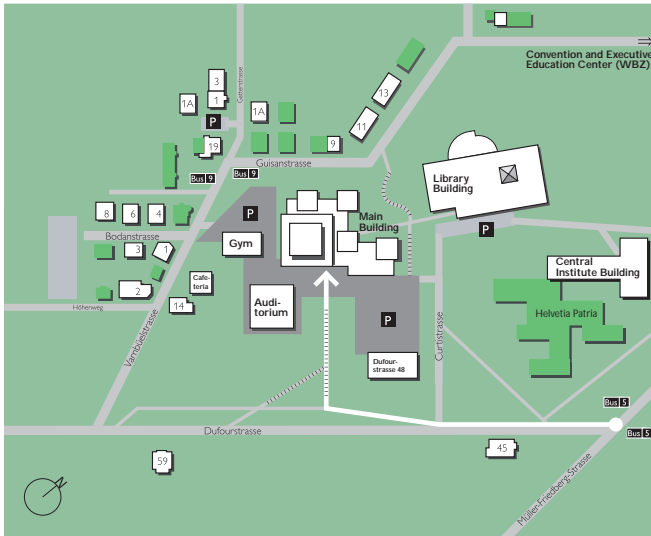
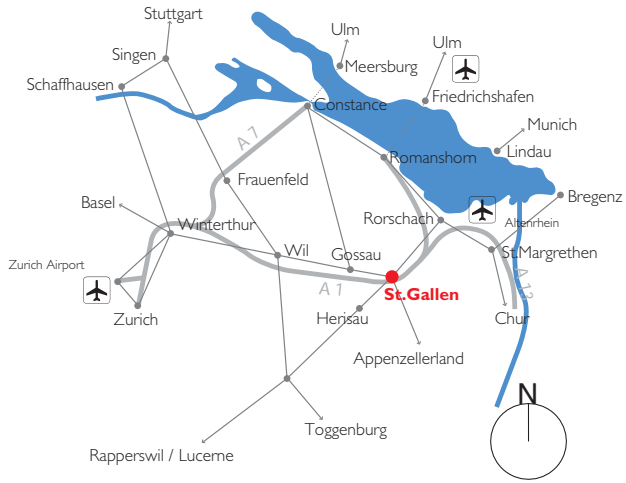




## How to get there

A half-hourly train service and the A1 motorway provide direct links to Zurich Airport and major Swiss towns. Number 5 and 9 buses connect the central train station of St.Gallen with the university campus.

Please note that parking space on the campus is very limited.





University of St.Gallen

#### General information

University of St.Gallen  
Communication Office

Dufourstrasse 50

CH-9000 St.Gallen

Tel: +41 71 224 22 25

Fax: +41 71 224 28 15

E-mail: [info@unisg.ch](mailto:info@unisg.ch)

[www.unisg.ch](http://www.unisg.ch)

#### Study Program Information

University of St.Gallen

Office of Students' Affairs

Dufourstrasse 50

CH-9000 St.Gallen

Tel: +41 71 224 21 11

Fax: +41 71 224 28 16

E-mail: [info@unisg.ch](mailto:info@unisg.ch)

[www.studies.unisg.ch](http://www.studies.unisg.ch)

#### Executive Education Information

Executive School for Management,

Technology and Law (ES-HSG)

Blumenbergplatz 9

CH-9000 St.Gallen

Tel: +41 71 224 75 00

Fax: +41 71 224 75 10

E-mail: [executive.school@unisg.ch](mailto:executive.school@unisg.ch)

[www.executive-school.unisg.ch](http://www.executive-school.unisg.ch)