



University of St.Gallen

*“From insight  
to impact”* 

The HSG: a portrait  
Facts and figures

# Overview

<b>The University of St.Gallen (HSG)</b>	<b>4</b>
Vision	6
General Principles	7
Specific Principles	8
The organisation of the HSG	10
President's Board	10
Schools and the ES-HSG	11
ES-HSG with special tasks	11
History	14
The Campus	16
<b>Teaching and Learning</b>	<b>18</b>
Student statistics	20
Degree-course architecture	21
Studies	22
Student commitment	24
Satisfaction	25
Swiss market shares	25
Studies and the labour market 2015	26
Life-long ties	27
Rankings	28
Executive education at the HSG	29

This brochure contains various symbols. You can click these and will then receive further information.



information  
in the internet



picture gallery




video

<b>People – Research – Added Value</b>	<b>30</b>
Five Schools	32
Strategic cooperation ventures	33
Global centers	34
Issue-related research – profile areas	34
“Little Green Bags” – research explained in simple terms	35
Research platform Alexandria	36
Handelsblatt Ranking	37
Conferences and congresses	37
<b>Internationality and Regional Roots</b>	<b>38</b>
International students	40
International faculty	40
Accreditations	40
International network	41
Regional network	41
Partner universities	42
Integration of English	43
Number of staff	43
Regional impact of the HSG	44
Public lectures	45
Media presence development	46
Social networks	47
Term of the month	47
<b>Entrepreneurship and Financial Power</b>	<b>48</b>
Start-ups	50
Institutes and centers	51
Funding	52
University Development	53
<b>How to reach us</b>	<b>54</b>
<b>Map of the Campus</b>	<b>56</b>
<b>Imprint</b>	<b>57</b>

# The University of St.Gallen (HSG)

Prof. Dr. Thomas Bieger, President



A blurred photograph of a wooden desk in an office or library setting. On the desk, there is a computer monitor on the right, a blue folder or book in the center, and a black object, possibly a mouse or a small bag, on the left. The background shows a wooden wall with shelves containing books.

## Solutions for the economy and for society since 1898.

People from 80 nations shape our globally recognised place of research and learning here in St.Gallen.

# Vision



As one of Europe's **leading** business universities, we are recognised globally as a place for **thought leadership** on current economic, business, and social matters and for the **development of talent** able to **integrate** perspectives and act both entrepreneurially and **responsibly**.

# General Principles

To this end, we strengthen and develop:

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



# Specific Principles

## Teaching and Learning

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

## People – Research – Added Value

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



## Internationalisation and Regional Roots

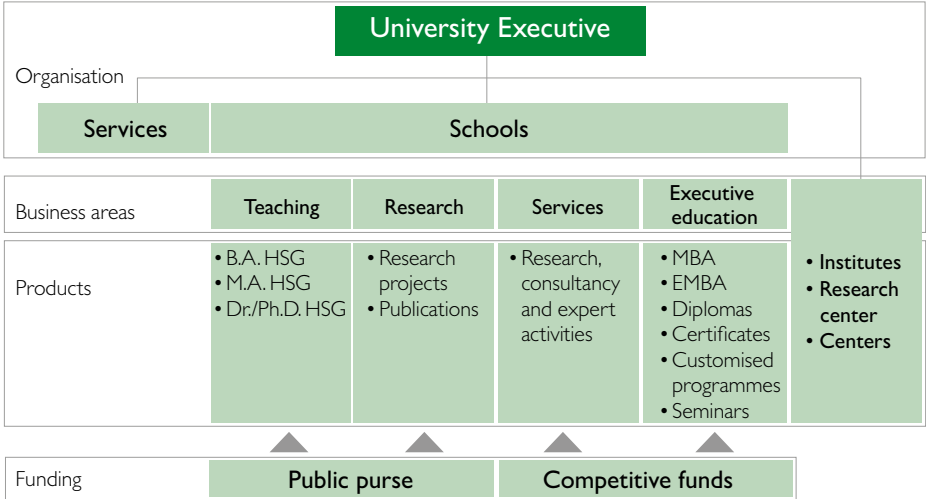
As a consequence of the global presence of our research, the diversity of students and faculty, and the fact that we systematically enable both students and faculty to gather study and research experience in foreign countries, we have established and further the HSG's position in the worldwide university landscape. At the same time, we cultivate and reinforce the HSG's roots in the city and the canton by increasing the public's level of awareness of the region and guarantee the region's access to international knowledge. In this way, we safeguard St.Gallen as an educational location in the long term and contribute to the creation of economic and social value in the region.

## Entrepreneurship and Financial Power

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

# The University of St.Gallen (HSG)

## The organisation of the HSG



Organisation of the HSG

## President's Board

The President's Board directs the University of St.Gallen (HSG). President ist Prof. Dr. Thomas Bieger. Prof. Dr. Ulrike Landfester is Vice-President, External Relations, Prof. Dr. Lukas Gschwend is Vice-President, Studies & Academic Affairs and Prof. Dr. Kuno Schedler is Vice-President, Research & Faculty.

Further members of the President's Board are Stefan Schneider (Executive Director ad int.), Hildegard Kölliker (General Counsel), Dr. Marc Meyer (Dean of Studies & Academic Affairs), Dr. Jürgen Brücker (Director of External Relations) and Marius Hasenböhler-Backes (Head of Communication).

## Schools and the ES-HSG

The HSG consists of the following Schools: the School of Management, the School of Finance, the School of Economics and Political Science, the Law School and the School of Humanities and Social Sciences (figure on page 12/13).

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

## ES-HSG with special tasks

Executive education is offered by the “Sixth School”, the Executive School of Management, Technology and Law (ES-HSG), and by the institutes. The ES-HSG has been conceptualised as an institute with special tasks for the University as a whole. Its executive education programmes are intended to contribute to the good reputation of the HSG within and outside the German-speaking world, and to the University’s overall budget.

# The University of St.Gallen (HSG)

President			
	SoM-HSG School of Management	SoF-HSG School of Finance	SEPS-HSG School of Economics and Political Science
	Prof. Dr. Peter Leibfried	Prof. Dr. Manuel Ammann	Prof. James W. Davis, Ph.D.
Bachelor's programmes	<ul style="list-style-type: none"> <li>• Major in Business Administration (BWL)</li> </ul>		<ul style="list-style-type: none"> <li>• Major in Economics (VWL)</li> <li>• Major in International Affairs (BIA)</li> </ul>
Master's programmes	<ul style="list-style-type: none"> <li>• Business Innovation (MBI)</li> <li>• Marketing, Service and Communication Management (MSC)</li> <li>• Accounting and Finance (MAccFin)</li> <li>• Strategy and International Management (SIM)</li> <li>• Business Management (MUG)</li> <li>• Organization Studies and Cultural Theory (MOK)*</li> </ul>	<ul style="list-style-type: none"> <li>• Banking and Finance (MBF)</li> </ul>	<ul style="list-style-type: none"> <li>• Economics (MEcon)</li> <li>• Quantitative Economics and Finance (MiQE/F)</li> <li>• International Affairs and Governance (MIA)</li> </ul>
Doctoral programmes	<ul style="list-style-type: none"> <li>• Management (PMA) with specialisations in                             <ul style="list-style-type: none"> <li>– Accounting</li> <li>– Business Innovation</li> <li>– General Management</li> <li>– Marketing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Finance (PIF)</li> </ul>	<ul style="list-style-type: none"> <li>• Economics and Finance (PEF)</li> <li>• International Affairs and Political Economy (DIA)</li> </ul>
Global Centers	<ul style="list-style-type: none"> <li>• Global Center for Customer Insight (GCCl)</li> <li>• Global Center for Entrepreneurship and Innovation (GCE&amp;I)</li> </ul>		
Profile areas		<ul style="list-style-type: none"> <li>• System-wide Risk in the Financial System</li> </ul>	

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

**LS-HSG**

Law School

Prof. Dr. Markus Müller-Chen

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

- International Law (MIL)
- Law (MLaw)
- Law and Economics (MLE)

- Law (DLS)

**SHSS-HSG**

School of Humanities and Social Sciences

Prof. Dr. Franz Schultheis

- Organization Studies and Cultural Theory (MOK)\*

- Organization Studies and Cultural Theory (DOK)

- Transcultural Workspaces

**ES-HSG**

Executive School of Management, Technology and Law

Prof. Winfried Ruigrok, Ph.D.

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



Schools in the  
internet

# History



**1898**

Establishment of the University of St.Gallen as a “Commercial Academy”. Rental of the west wing of the Cantonal School



**1911**

Renamed “Graduate School of Commerce” and occupation of the new building in Notkerstrasse 20



**1938**

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



**1989**

Inauguration of the Library Building



**1995**

Inauguration of the new Convention and Executive Education Center (WBZ) on Holzweid

Renamed University of St.Gallen (HSG)



**2001**

Integral introduction of the Bologna reforms

**2005**

Establishment of the Executive School of Management, Technology and Law (ES-HSG)

1898

1911

1938



**1963**  
Relocation to the Rosenberg site and renamed St.Gallen Graduate School (HSG)



**1968**  
HSG is Switzerland's first institute of tertiary education to open an executive education section



**1986**  
Canton of St.Gallen becomes the HSG's sole funder



**2006**  
Introduction of transinstitutional cooperation centers (HSG Centers)

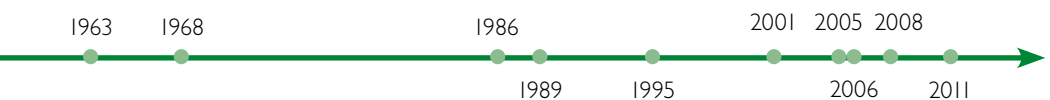


**2008**  
Extension to the Executive Education Center (WBZ) and a new building with 54 hotel rooms



**2011**  
Update of the designation "University of St.Gallen – School of Management, Economics, Law, Social Sciences and International Affairs (HSG)"

Inauguration of the renovated and extended buildings of the University of St.Gallen.





# The University of St.Gallen (HSG)

## The Campus

The compact Campus, short distances and a modern infrastructure support students in their learning efforts and in their everyday life at the University.

### Library

The Library continues with its policy of digitalisation that it has already been pursuing for years: in addition to the more than 578,000 printed books and non-books (DVDs, audiobooks, CDs) and the 900 print journals, it provides access to over 140,000 e-books and 31,000 e-journals.

The Library is in particular demand as a place for learning: 523 workstations are on offer, of which eight are reserved for doctoral students and 30 for students working on their Master's thesis. The Library is a public library and makes its collections, workstations and services available to the general public free of charge.



Library

### Sport

Unisport offers students and staff of the University a wide-ranging sports programme. About 3,000 participants in the weekly training sessions in the HSG Sports Hall – excluding participants in external sports facilities – prove that exercise and sports are accorded a high value on the campus. About 200 weekly hours in nearly 70 sports are evidence of the wide range of sports on offer.

Football, tennis, basketball, floorball and volleyball tournaments are popular among students. Participation in national and international university tournaments does not only ensure athletic challenges but results in interesting contacts above and beyond the world of sports.



Unisport

## Art and architecture

The HSG is not only an institute of education but also a well-regarded place of art. Its works of art are integrated in the architecture and everyday student life. Thus almost all the works were specially made by the artists for their respective locations rather than placed there at a later stage. This creates a dialogue between culture and architecture that pervades all the buildings.

**On campus, 46  
works of art are  
waiting to be  
discovered.**

In the Main Building, which is regarded as an important example of the 1960s, art provides a counterpart to architecture. In the Library Building of 1989, works of art complement the diversity of architectural forms in a narrative way. Since the renovation in 2011, another eleven works of art have been added to the Main Building, the Mensa, the Sports Hall and the Executive Campus HSG.

On the University's Tellstrasse premises, up-and-coming artists from various cultural spheres of all five continents are provided with a platform for placing themselves and their skills at the centre of public attention.



Picture gallery,  
works of art



Picture gallery,  
works of art

# Teaching and Learning

Lorenz Buser, Bachelor in Business Administration





## Prepared for the future.

By studying at the University of St.Gallen (HSG), one of Europe's leading business universities, you further your subject-specific and personal development and create the best preconditions for a successful future.

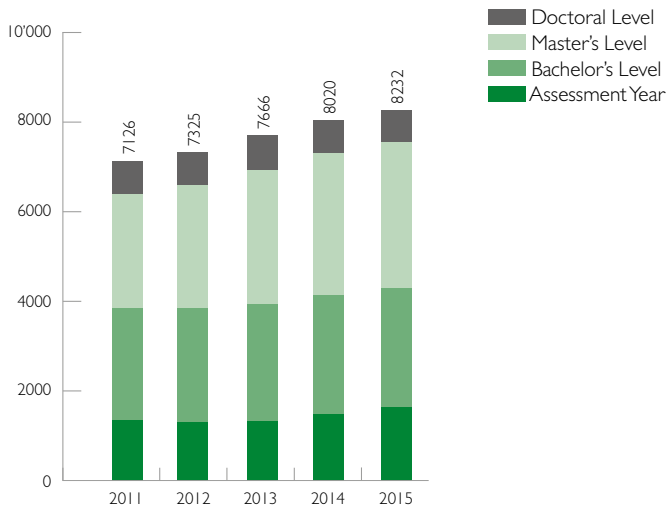
# Teaching and Learning

## Student statistics

From 2011 to Autumn Semester 2015, the number of students at the HSG rose from 7,126 to 8,232. Newcomers to the Master's Level account for a great part of the growth. 2015, 44 per cent of all Master's students at the HSG hold a Bachelor's degree from another university. The proportion of women at the HSG continues to grow. In Autumn

**One in three of our students are women.**

Semester 2015, a total of 2,811 women were studying at the HSG, which is tantamount to a share of 34 per cent. Thus the women's share in the Assessment Year is 36 per cent, at the Bachelor's Level 33 per cent, at the Master's Level 34 per cent, and at the Doctoral Level 37 per cent.

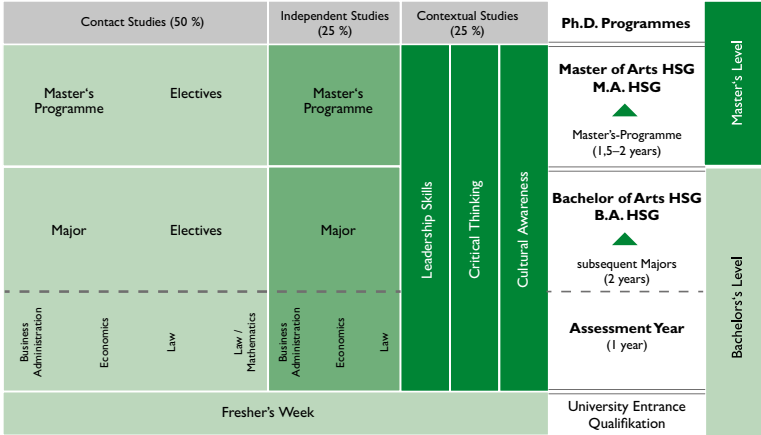


Student statistics 2011-2015, additional certification programmes are included in Master's Level



Detailed matriculation statistics for 2015

## Degree-course architecture



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

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

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

# Teaching and Learning

## Studies

### Degree courses

#### Bachelor's Level

#### Languages

Business Administration (BWL)

E/G

Economics (VWL)

E/G

International Affairs (BIA)

E/G

Law (BLaw)

G

Law and Economics (BLE)

G

#### Master's Level

Business Innovation (MBI)

G

Marketing, Services and Communication Management (MSC)

E/G

Accounting and Finance (MAccFin)

E/G

Strategy and International Management (SIM)

E

Business Management (MUG)

G

Management, Organization Studies and Cultural Theory (MOK)

G

Banking and Finance (MBF)

E

Economics (MEcon)

E/G



Quantitative Economics and Finance (MiQE/F)	E
International Affairs and Governance (MIA)	E/G
International Law (MIL)	E
Law (MLaw)	G
Law and Economics (MLE)	G

#### Ph.D. Level

Management (PMA) with specialisations in

Accounting	E
Business Innovation	G
General Management	E
Marketing	G
Finance (PiF)	E
Economics and Finance (PEF)	E
International Affairs and Political Economy (DIA)	E/G
Law (DLS)	G
Organization Studies and Cultural Theory (DOK)	E/G



Our  
degree courses

# Teaching and Learning

## Student commitment

Half of our students are actively involved in one of the approx. 120 associations and initiatives.

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

According to the motto, "One day we'll leave the university we have helped to shape", about half of all the students are involved in one of the approx. 120 associations and initiatives.

Despite the time-consuming workload caused by their degree courses, almost half of all the students at the Bachelor's and Master's Level are still involved in such activities, the St. Gallen Symposium (ISC) which has been organised by students since 1969 is a case in point.

	2011	2012	2013	2014	2015
Bachelor's Level	55 %	58 %	57 %	52 %	55 %
Master's Level	51 %	40 %	42 %	40 %	39 %
Doctoral Level	28 %	23 %	29 %	26 %	26 %

Involvement in a student organisation of the HSG 2011-2015



Associations at  
the HSG

## Satisfaction

	2011	2012	2013	2014	2015
<b>Learning success</b>					
B.A. graduates	74 %	71 %	74 %	73 %	72 %
M.A. graduates	80 %	77 %	81 %	74 %	80 %
Doctoral students	70 %	88 %	83 %	78 %	77 %
<b>Overall satisfaction</b>					
B.A. graduates	82 %	83 %	86 %	84 %	88 %
M.A. graduates	89 %	86 %	88 %	88 %	90 %
Doctoral students	70 %	81 %	78 %	76 %	85 %

Student self-assessment: proportion of positive assessments 2011-2015

Students' overall satisfaction with their studies at the HSG exceeds expectations.

## Swiss market shares

	2010	2011	2012	2013	2014
<b>Bachelor's/Master's Levels</b>					
Economic sciences	36 %	38 %	36 %	38 %	38 %
Legal sciences	5 %	5 %	6 %	5 %	5 %
Political sciences	17 %	13 %	16 %	14 %	15 %
<b>Doctoral Level</b>					
Economic sciences	64 %	57 %	59 %	62 %	55 %
Legal sciences	6 %	14 %	8 %	6 %	9 %
Political sciences	7 %	8 %	9 %	7 %	9 %

Swiss market shares of HSG degrees 2009-2014 (current survey of 2014)

# Teaching and Learning

## Studies and the labour market 2015

When HSG students take up their studies, they become entrepreneurs in their own right. They plan and shape their studies themselves, which requires a high degree of personal initiative.

### Practical experience

72 per cent of the Bachelor HSG graduates and 95 per cent of the Master HSG graduates had more than six months' professional experience at the time of their graduation.

**4 of 5 Bachelor and Master graduates had a fixed job at the time of their graduation.**

### Job-hunting

78 per cent of B.A. HSG graduates and 86 per cent of M.A. HSG graduates already have a regular job at the time of their graduation and are able to choose from among an average of 1.9 (B.A.) and 2.0 (M.A.) job offers.

### Recruiting firms

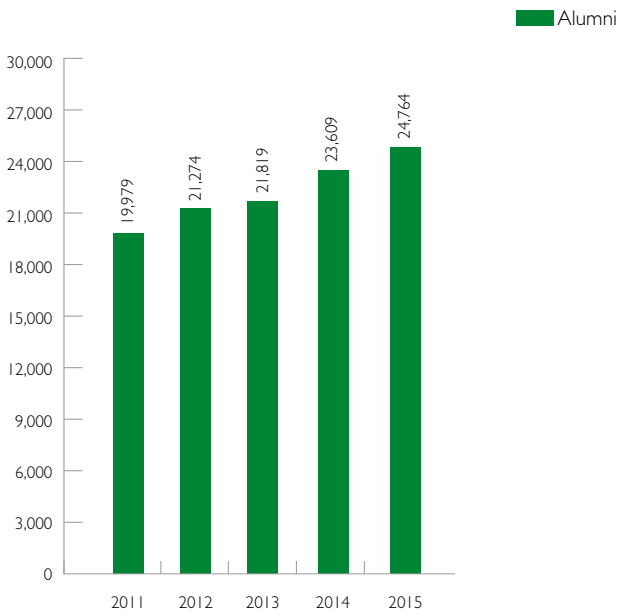
In 2015, more than 480 national and international companies from various industries advertised about 2,500 jobs at the HSG. About 125 companies from the Appenzell AR – St.Gallen – Lake Constance region.



## Life-long ties

HSG Alumni is the official alumni organisation of the University of St.Gallen. Since 2011, the number of HSG alumni has risen from 19,979 to 24,764. In the same period of time, the number of regional Alumni Clubs has risen from 131 to 174. Today, there are HSG Alumni Clubs on five continents.

HSG Alumni is regarded as one of Europe's biggest and most professional alumni organisations. HSG Alumni's vision reads: "Creating benefit, networking and funding."



Development, Alumni members 2011-2015



# Teaching and Learning

## Rankings

Two rankings are of central importance to the HSG. The Financial Times Ranking and the CHE Ranking are internationally significant and correspond to the University's range of activities in teaching and executive education. Currently, the University continues to hold a Top Ten position in the Financial Times European Business School

In 2015 the HSG was ranked 4<sup>th</sup>.

Ranking which aggregates four individual business school programmes.

In the CHE Ranking, the HSG has maintained its position in the top group of the European schools.

Financial Times Ranking	2011	2012	2013	2014	2015
European Business School Ranking	12.	7.	7.	6.	4.
Master in Management	1. (SIM) / 3. (CEMS)	1. (SIM) / 2. (CEMS)	1. (SIM) / 7. (CEMS)	1. (SIM) / 5. (CEMS)	1. (SIM) / 4. (CEMS)
Master in Finance	12.	5.	10.	6.	9
Executive Education	15.	17.	14.	15.	15.
Full-Time MBA	31.	26.	30.	23.	20.
Executive MBA	30.	23.	24.	24.	22.

Ranking results for degree courses and executive education of the Financial Times Ranking 2011-2015. The European positions are indicated.

CHE Ranking	2005	2008	2009	2011	2014
Management	Top group	Top group	n. a.	Top group	Top group
Economics	Top group	Top group	n. a.	Top group	Top group
International Affairs	n. a.	Top group	n. a.	Top group	n. a.
Legal Sciences	Top group	n. a.	n. a.	n. a.	n. a.

Ranking results for degree courses and executive education of the CHE Ranking 2005-2014. The Ranking of the Center for Higher Education (CHE) makes a distinction between top, middle and bottom group.



Financial Times Ranking



CHE Ranking

## Executive education at the HSG

The University of St.Gallen believes that executive education is one of its central tasks besides degree-course teaching and research. Executive education courses are invariably characterised by practical relevance and topicality, without neglecting the theoretical basis. Today, the HSG generates a turnover of CHF 45.5m with its executive education. The providers of executive education are the institutes and the Executive School of Management, Technology and Law (ES-HSG).

### Institutes

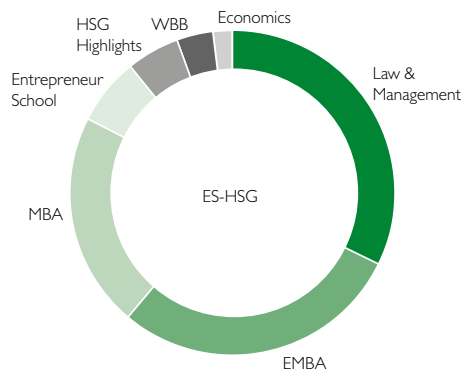
The HSG institutes organise executive education courses in their respective specialist fields for regional, national and international target groups. The range of diploma and certificate programmes and seminars covers requirements in the areas of economics, management, law, humanities and political science.



Overview  
Executive  
education

### Executive School of Management, Technology and Law (ES-HSG)

The Executive School of Management, Technology and Law (ES-HSG) was set up in 2005. Its English-language programmes and its partnerships with various institutions abroad contribute towards the HSG's internationality: 39.5 per cent of all students of the ES-HSG are foreign nationals. Besides offering its own open and customised executive education programmes, the ES-HSG serves outsiders as a portal for the entire executive education range of the University of St.Gallen.



Number of participants in further education 2015, total 1200, excl. in-house programmes in programme units Custom and Law & Management



# People – Research – Added Value

Alice Lee, Ph.D. student in Management





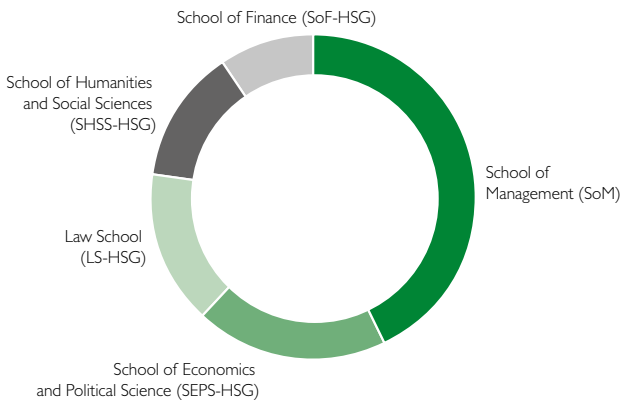
## Insights for society.

The focus of HSG research is on the expansion of scientific insight. With more than 37,000 contributions, the university creates added value for society.

# People – Research – Added Value

## Five Schools

The Schools (School of Management, School of Finance, School of Economics and Political Science, Law School und School of Humanities and Social Sciences) employ 98 professors (as at 31 December 2015).



Distribution of the HSG professors among the five Schools. Data in full-time jobs, 2015

Additionally, the University of St.Gallen employs 66 assistant professors, and 26 permanent lecturers.

## Strategic cooperation ventures

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

### **SAP Research Center, since 2006**

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

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### **SBB Lab, since 2010**

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Cooperation with the Swiss Federal Railways (SBB); deals with issues of transport services, particularly the challenges of the service and transport management between government and the market with a focus on railways.

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### **BMW Group, since 2011**

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Cooperation with BMW is occupied with questions regarding the "Customers/Premium/Marketing" field of research. This cooperation venture aims to inject the latest findings of research and science into various areas of marketing and product design.

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### **Bosch Lab, since 2012**

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Cooperation with Bosch; is intended to find and test business models in the "Internet of Things and Services" (IoTS). In addition, the HSG and Bosch work on the development of internet-based products and services.

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### **Hilti Lab, since 2013**

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Cooperation with Hilti; develops new controlling systems and management models. Findings from behavioural science are used to further develop management and controlling systems.

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### **ThyssenKrupp Lab, since 2014**

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Cooperation with ThyssenKrupp; this cooperation venture aims to develop future-oriented solutions on the basis of the potentials of information and communication technology.

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Research  
partners in  
industry

# People – Research – Added Value

## Global centers

“Strengthening strengths” is the motto of the University of St.Gallen when it comes to being perceived as one of Europe’s leading business universities in the future, too, and to advancing to a top position in global research in selected fields.

### Global Center for Customer Insight (GCCl)

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Novel and relevant insights into customers' thinking and behaviour are of crucial significance for companies in order for them to conduct marketing campaigns successfully in tomorrow's market. On the basis of the achievements and findings of the Institute for Customer Insight (ICI-HSG), the Global Center is intended to become a place of globally recognised thought leadership in the field of research into purchasing decisions and purchaser behaviour. The ICI-HSG is already one of Europe's strongest research institutions and has extremely good contacts with practice, including ABB, Audi, BMW, Bühler, Hilti, Lufthansa, Die Post and Schindler. The research gamut ranges from behavioural branding, design and product development to brand and emotion, market research and data modelling.

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### Global Center for Entrepreneurship and Innovation (GCE&I)

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The professors of the Global Center exercise a substantial influence in their respective research fields of innovation, start-ups and young companies, as well as family businesses. Firms like Audi, BASF, Bosch, Bühler, Daimler, SAP and Swisscom have established cooperation ventures with them that span many years. The findings from the research projects with these partners are also made accessible to regional SMEs through working groups. Furthermore, additional benefit for the region is generated through numerous start-ups and spin-offs. The HSG Founder Lab with the Founders' Garage has a great impact on the start-up culture on the University campus and in the region.

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## Issue-related research – profile areas

In the profile areas of the University of St.Gallen, fields of expertise are combined in an intradisciplinary and interdisciplinary way. The profile areas cover relevant fields of research in which the University intends to assume or retain a leading role in the future.

## School of Finance

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### System-wide Risk in the Financial System

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System-wide Risk in the Financial System is the joint, overriding research topic in this profile area and the central link between the various research fields in the School of Finance. The financial crisis has shown that knowledge about the systemic properties and risks of the financial system is still incomplete. Even if certain areas of finance can be described as highly advanced and mature, the interactions between the various areas and their impact on the system as a whole have not been sufficiently explored.

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## School of Humanities and Social Sciences

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### Transcultural Workspaces

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The two research alliances “Transformation of the World of Work” and “Interculturality” have been developed into a hub of about a dozen professors from all the Schools, who engage in distinctly transdisciplinary cooperation to examine culture-sensitive aspects in internationally and interregionally operating companies.

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## “Little Green Bags” – research explained in simple terms

The HSG video series “Little Green Bags” explains issues such as sustainability, responsibility and entrepreneurship in a nutshell. HSG experts have set themselves the goal of making complex academic matters accessible to a wide audience with this video series and of stimulating an exchange between research, trade and industry, and the general public. Based on academic seminars with a lunchtime snack, the so-called “Brown Bag Lunches”, the video series “Little Green Bags” offers digital morsels of knowledge. The video series is being funded through the Agora fund by the Swiss National Science Foundation.



Little Green Bags

# People – Research – Added Value

## Research platform Alexandria

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

**More than 37,000 publications on research results of the HSG are accessible at [alexandria.unisg.ch](http://alexandria.unisg.ch).**

However, Alexandria does not only serve as an archive for publications but also offers researchers and anyone else who is interested numerous additional services: reports on on-going research projects, personal profiles of academics and the latest research news and statistics. Working papers, newspaper articles and contributions to debates through Alexandria also furnish insights into current research projects. In 2015, the platform comprised more than 37,000 publications and recorded approx. 7.9 million page impressions.

	2011	2012	2013	2014	2015
New publications	1317	1260	1242	1368	1079

Number of new publications on Alexandria, 2011-2015

	2011	2012	2013	2014	2015
Page impressions	3,812,484	5,061,091	4,677,444	7,570,750	7,933,904
Visits	739,425	894,264	526,475	454,843	596,276

Number page impressions and visits on Alexandria, 2011-2015



## Handelsblatt Ranking

In the first Handelsblatt Ranking in Business Administration 2009, the University of St.Gallen occupied 2nd place in German-speaking Europe. In 2012 and 2014 consecutively, the HSG was ranked number one, followed by the University of Zurich and the TU Munich. In 2011, 2013 and 2015 the Handelsblatt ranked research in economics at universities of German-speaking Europe. The HSG occupied 11th place. 1st place was occupied by the LMU Munich.

Handelsblatt Research Ranking	2011	2012	2013	2014	2015
Research in Economics	n.a.	1.	n.a.	1.	n.a.
Research in Management	9.	n.a.	10.	n.a.	11.

Research ranking results of the Handelsblatt Ranking, 2011-2015



Handelsblatt  
Ranking, Business  
Administration



Handelsblatt  
Ranking,  
Economics

## Conferences and congresses

Every year, several events such as the St. Gallen Symposium (ISC), the Women's Networking Workshop and the "EcoOst – the Symposium" take place on the Rosenberg.

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



Conferences and  
congresses at the  
HSG



# Internationality and Regional Roots

Santi Wardoyo, Bachelor in Business Administration





## Genuine internationality.

The University of St.Gallen is an international place of thought leadership which enlarges horizons and establishes links to a wide variety of countries and foreign cultures.

# Internationality and Regional Roots

## International students

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

In today's global economic and educational world, specialist qualifications must be complemented by an understanding of other cultural areas. With a high degree of cultural diversity on its Campus, the

HSG enables students to already experience internationality in their everyday university life.

To be able to ensure a good numerical balance between Swiss and foreign students, the proportion of foreign students has been limited to a maximum of 25 per cent.

## International faculty

About 51 per cent of the HSG's faculty are of foreign origin.

## Accreditations

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

## International network

The HSG is a member of CEMS – The Global Alliance in Management Education, PIM – Partnership in International Management, APSIA – Association of Professional Schools of International Affairs und GBSN – Global Business School Network and encourages exchanges with other universities. At the Master's Level, double degrees are possible with:



HSG network in  
the Internet

- CEMS Alliance
- ESADE, Barcelona, Spain
- Fletcher School, Tufts University, Boston,
- Fundação Getulio Vargas, São Paulo, Brazil
- HEC School of Management, Paris, France
- Institut d'Etudes Politiques (Sciences Po), Paris, France
- INCAE Business School, Costa Rica
- Nanyang Technical University, Singapore
- RSM Erasmus University, Rotterdam, The Netherlands
- Stockholm School of Economics, Sweden
- Università Commerciale Luigi Bocconi, Milan, Italy
- Yonsei Graduate School of International Studies, Seoul, Korea
- Universidad de los Andes in Bogotá, Columbia



## Regional network

- IHK – Industrie- und Handelskammer St.Gallen-Appenzell
- Internationale Bodensee Hochschule
- Kantonaler Gewerbeverband St.Gallen
- St.GallenBodenseeArea
- WISG – Wirtschaft Region St.Gallen

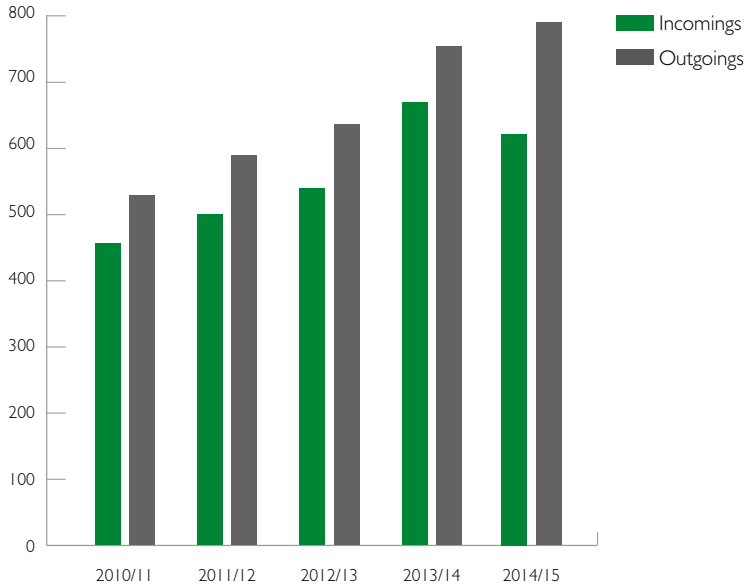


# Internationality and Regional Roots

## Partner universities

The HSG has extended its partner university network in the last few years. Thus the number of partner universities at home and abroad rose to more than 190 reputable universities worldwide in 2015. In 2014/2015, the HSG welcomed 620 students who studied at the HSG for a guest semester. In 2010/2011, the number of guest students was only 458. Over the same period of time, the number of HSG students spending a guest semester at a partner university has increased from 532 to about 793 today. 47 per cent of undergraduates and 41 per cent of all students at the Master's Level of the HSG spend at least one semester abroad.

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



Development of incoming and outgoing students at the HSG, 2010/2011-2014/2015



Our exchange programmes

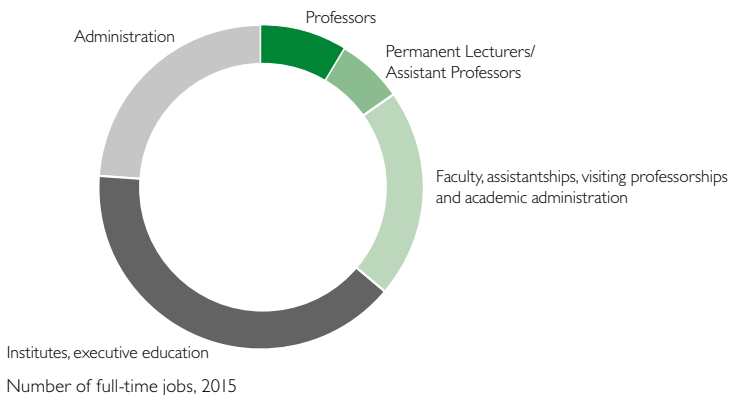
## Integration of English

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

- Assessment Year: English-language Assessment Year possible
- Bachelor's Level: 3 bilingual programmes
- Master's Level: 8 English-language programmes
- Doctoral Level: 6 English-language programmes
- Executive education: 18 English-language programmes

## Number of staff

With 2,824 employees, which is tantamount to 984.7 full-time jobs, the HSG is among the ten biggest employers in the Canton St.Gallen. 62 per cent of employees live in the region. In addition, the University employs eleven trainees in five professions.



HSG as an employer

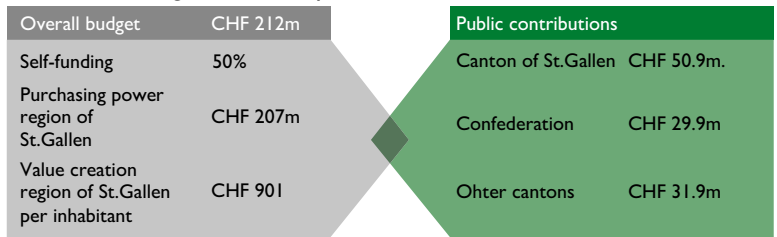
# Internationality and Regional Roots

## Regional impact of the HSG

The regional relations of the University of St.Gallen for the year 2013 were examined with regard to their impact on the regional economy, the exchange of knowledge, university and executive education, as well as the cultural and social life of the St.Gallen region.

**In 2013, the Canton invested CHF 50.9m in the University. The value created by the HSG for the region accounted for four times that amount.**

### Effects on the regional economy



Figures Effects on the regional economy, 2013

Regional value creation provides information about the increase in value in the region generated by the University of St.Gallen, as well as by students and participants in executive education courses. In 2013, these actors together spent some CHF 430m. The University made a contribution to value creation and thus to the regional aggregate income of the Appenzell AR – St.Gallen – Lake Constance region in the amount of CHF 207m or CHF 901 per capita.

The overall budget of the University of St.Gallen for 2013 amounted to CHF 212m, about CHF 50.9m (24 per cent) of which came from the Canton of St.Gallen.



HSG's regional  
roots

## Exchange of knowledge

The HSG exchange of knowledge takes place at various levels. The services are not only aimed at students and regional enterprises but also at the general public. Furthermore, University members participate in the social life of the region.

The HSG's faculty members inject their specialist knowledge into 230 firms and foundations, where they are involved in leading positions, predominantly as members of a board of directors. 41 per cent (105 out of 254) of faculty members' board memberships are in companies and foundations located in the Appenzell AR – St.Gallen – Lake Constance region.

## Public lectures

The University of St.Gallen has offered public lecture courses ever since its establishment in 1898. During the autumn and spring semesters 2014/2015, some 4,500 people attended 79 lectures. In 2004, Switzerland's first Childre's University was inaugurated. The four lectures in 2015 were attended by about 2,100 children from St.Gallen and surroundings.



Public lectures



# Internationality and Regional Roots

## Media presence development

The University is referred to in the media 34 times a day – including seven times in leading international media.

The activities of the University of St.Gallen have an impact both within and beyond the regional borders. Since 2008, there has been a significant media increase in Switzerland and abroad, particularly in Germany, Austria, the UK, Singapore and Brazil. In 2015, over 2700 media articles were launched directly in these markets. This has also been the case because of increased support by faculty and researchers, and as a consequence of new services and an increased output for regional, national and international media representatives.

	2011	2012	2013	2014	2015
<b>National media presence</b>					
Articles, total	9,335	10,246	10,695	9,573	9,862
of which outside the St.Gallen agglomeration	8,067	9,022	9,818	8,385	9,199
<b>International media presence</b>					
in Germany, Austria, UK, Singapore & Brazil	580	737	782	1,213	2,783

National and international media presence, University of St.Gallen, 2011-2015, Argus, APA, Genios&LandauMedia, Gorkana, Grayling. Since 2015, all media articles relating to the HSG have been measured in German and Austria rather than only those which were launched directly.

## Social networks

Since 2011, the University of St.Gallen has also communicated in the social media of Facebook, Twitter and Youtube with its various stakeholders. Since spring 2014, the HSG has also been present on the bookmarking service Pinterest, in the photo network Flickr and in the professional network LinkedIn. The HSG's website, [www.unisg.ch](http://www.unisg.ch), was visited by approx. 2.2 million internet users last year. This means that the University of St.Gallen also has a worldwide online presence.



Social networks

	2012	2013	2014	2015
Website visitors	n.a.	1,340,805	2,600,540	2,272,204
Facebook fans	18,758	24,052	28,758	35,197
Twitter follower	1,538	3,654	5,733	7,865
Youtube views	113,792	312,837	672,973	1,281,570
Pinterest follower	n.a.	n.a.	172	338
LinkedIn follower	n.a.	n.a.	24,013	30,686
Flickr views	n.a.	n.a.	4,818	16,084

Development of the website and Social Media channels, 2012-2015

## Term of the month

There are terms that are only used at universities. To provide people with some bearings in the landscape of university terminology, the HSG will present a term once a month and explain how it is used at the University of St.Gallen.



Term of the month

The terms will be included in a glossary, which students, members of staff and everyone who is interested in life on the campus can use as a work of reference.

# Entrepreneurship and Financial Power

Diego Probst, Head of Startup@HSG





## Creating a sustainable future.

Trade and industry and academia are able to create tomorrow's world more sustainable. We support this goal and are a much sought-after contact in hundreds of practical projects and joint ventures.

# Entrepreneurship and Financial Power

## Start-ups

More than  
350 start-up consultations  
every year.

Through Startup@HSG, the University of St.Gallen sensitises, encourages and supports HSG members in the preparation and implementation of start-up projects with an extensive range of various promotion instruments. Startup@HSG is part of the Center for Entrepreneurship. In 2015, the number of start-up consultations rose to more than 350.

Since 2011, the HSG Founders' Garage has taken place on campus on an annual basis. Since 2015, the themed days have been distributed throughout the academic year in order to achieve optimal sensitisation for entrepreneurship and its promotion. On the occasion of these themed days, academics, start-up experts, prospective founders and young entrepreneurs exchange ideas at the University of St.Gallen. Guests also include investors and social entrepreneurs.

On the occasion of the Entrepreneurship Day, Caspar Coppetti, the running shoe company "On", was elected HSG Founder of the Year 2016. The prize of the Werner Jackstädt Foundation is annually awarded to innovative and sustainable HSG entrepreneurs. In previous years, the prize was awarded to

- 2015: Laura Behrens Wu, founder of the Shippo company, which offers a distribution software,
- 2014: Alexander Graubner-Müller, founder of the mini loan platform Kreditech,
- 2013: Johann Huber founder of Soma Analytics for his anti-stress app,
- 2012: Adrian Locher, DeinDeal.ch founder,
- 2011: Dr. Alexander Ilic, founder of Dacuda, which had developed a scanning computer mouse.

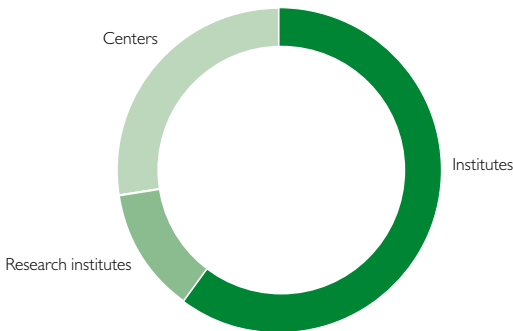


Entrepreneurship  
at the HSG

## Institutes and centers

The HSG is characterised to a significant extent by its 40 institutes, research institutes and centers. The institutes, whose organisation is largely autonomous, are self-financing but are closely involved in the work of the University. They are particularly active in the fields of research, executive education and services. They advise private enterprises and government offices. On this basis, the institutes, research institutes and centers make a substantial contribution towards the HSG's self-funding rate of approx. 50 per cent.

The 40 institutes, research institutes and centers are largely organised along autonomous and entrepreneurial lines.



Entrepreneurial units at the HSG



Institutes in the internet

# Entrepreneurship and Financial Power

## Funding

Between 2011 and 2015, the University's consolidated expenditure rose by 16.1 per cent to CHF 224.8m. Measured against the yardstick of consolidated expenditure, the contribution made by the Canton of St.Gallen decrease to 19.85 per cent.

### Comparison in million CHF and per cent

	2011	2012	2013	2014	2015
Consolidated turnover, HSG	198.74	208.29	212.03	220.60	224.84
Contribution, Canton	43.22	45.99	50.93	45.24	44.62
Contribution, Canton, in %	21.75	22.08	24.02	20.51	19.85

Consolidated turnover of the HSG and contribution by the Canton St.Gallen, 2011-2015

The contribution by the public purse per student decreased to CHF 13,692. It did not yet return to the benchmark of 2005 (CHF 16,693). If adjusted for inflation, this amount would have to run to approx. CHF 19,300 per student. The funding from the Canton of St.Gallen is again under the levels of 2005.

	2005	2012	2013	2014	2015
Contr: public purse/student	16,693	15,485	15,741	14,907	13,692
Funding Canton SG/student	6602	6680	7107	6053	5420

Contribution of the public purse per student, 2005, 2012-2015

In 2015, the "funding per student" ratio was calculated on the basis of the student numbers of individual Autumn Semesters. This is why the table – which is retrospective back to 2012 – reports slightly lower values than any versions published earlier.

## University Development

Donations from private individuals, foundations and enterprises constitute an important supplement to the resources of basic public funding for the University. They enable the HSG to launch innovative projects in order to be able to continue to play a leading role in teaching and research in the future.



University  
Development

### HSG Foundation

In 2013, the HSG Foundation emerged from the HSG Alumni Foundation as an autonomous charitable foundation. The HSG Foundation's object is to support the strategic development of the University of St.Gallen. In so doing, it aims to pool resources in order to reinforce and profile the HSG as a leading European business university in the global competition for talented students, creative young academics and committed faculty members.

The HSG Foundation has a Board of Trustees consisting of alumni, funders and representatives of the University, and it is run by a Managing Director.

In 2015, donations enabled the launch of various initiatives, such as the establishment of a chair, the promotion of entrepreneurship at the HSG, scholarships for talented students and support for the Master's Programme in Strategy & International Management (SIM-HSG).



# How to reach us

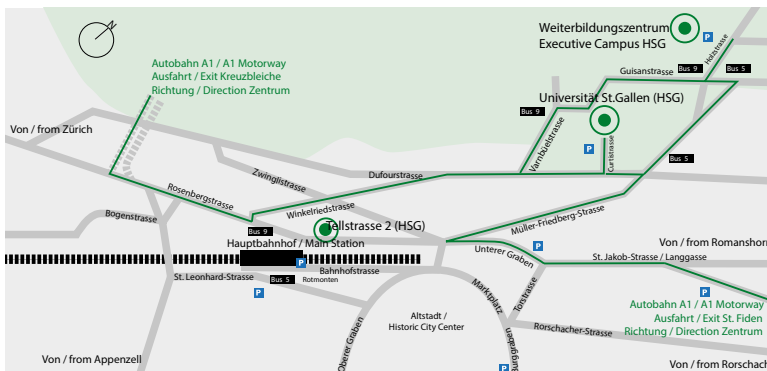
## How to reach us

Half-hourly train connections and the A1 motorway connect St.Gallen directly with Zurich Airport and all of Switzerland's major cities.



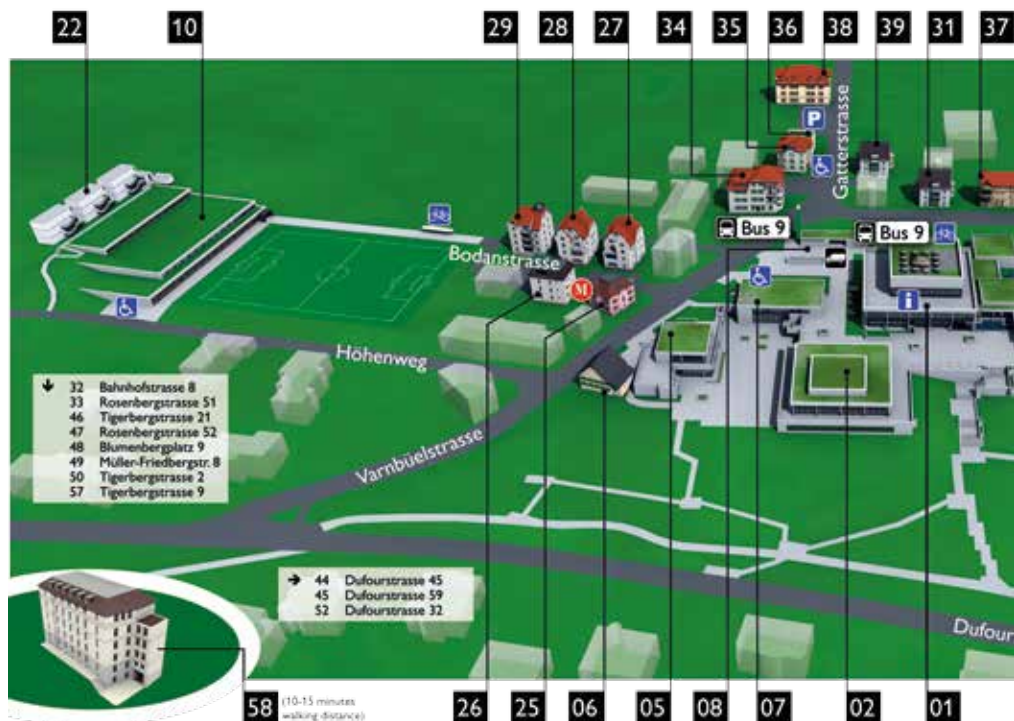
Route to St.Gallen

In St.Gallen the no. 5 and 9 buses provide a direct connection between the Main Railway Station and the University. The number of parking spaces on the Campus is extremely limited.



Route to the campus in St.Gallen

## Map of the Campus



**01** Main Building

**02** Aula

**03** Car Parking A

**04** Dufourstrasse 48

**05** Varnbuelstrasse 16

**06** Kirchhoferhaus

**07** University Restaurant

**08** Service Building

**09** Library Building

**10** Sports Hall

**14-17** Executive Campus HSG

**20** Provisional – Offices

**22** Provisional 3 – Teaching Facilities

**23** Classroom Pavilion

**24** Central Institute Building

**25-29** Bodanstrasse 1-8

**31** Guisanstrasse 3 – CSC-HSG

**34** Varnbuelstr. 19 – Script Commission

**35** Gatterstrasse 1

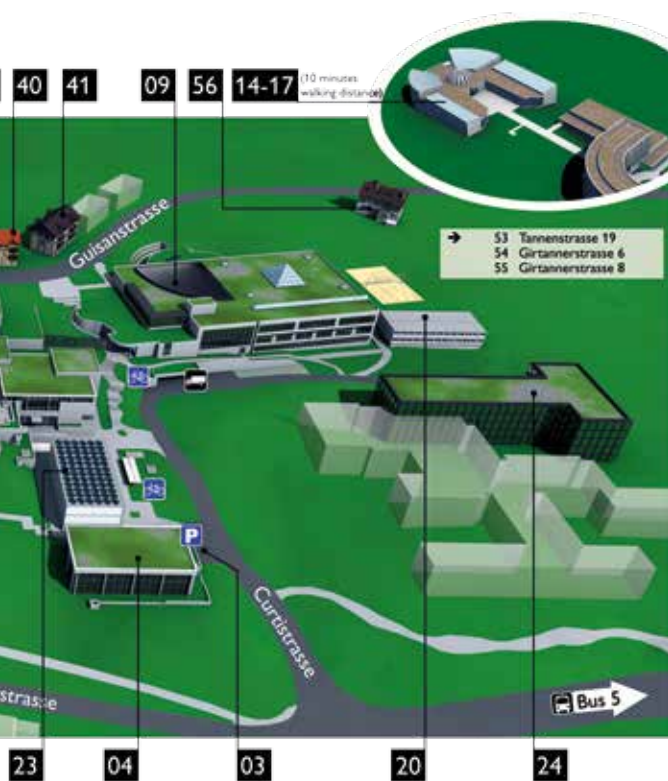
**36** Gatterstr. 3 – Language Center

**37** Guisanstr. 7 – HSG Alumni

**38** Gatterstrasse 9 – Crèche

**39** Guisanstrasse 1a

**40** Guisanstr. 9 – Student Union



→ 53 Tannenstrasse 19  
 54 Girtannerstrasse 6  
 55 Girtannerstrasse 8

- 41** Guisanstrasse 11
- 56** Guisanstrasse 36  
Werner-Siemens-MLE-Haus
- 58** Tellstrasse 2
- Bus line
- Delivery of goods

- Info Desk
- Disabled Parking
- Bike Rack
- Car Parking
- Mobility Car Sharing

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