

Master of Arts HSG  
in Strategy and International Management



University of St.Gallen



*"From insight  
to impact"* 

## Master of Arts HSG (M.A. HSG) in Strategy and International Management

The Flagship Management Programme  
for Tomorrow's Global Leaders

## Welcome from the President

*As one of Europe's leading business universities, we are systematically and continuously developing our internationalisation. The combination of our strengths – which include academic excellence, managerial relevance and intercultural skills – has enabled us to create the Master of Arts in Strategy and International Management (SIM) programme, taught entirely in English. The outstanding quality and cultural diversity of this high-profile, top-ranked programme give our students a competitive edge and confirm that we are on the right path. Prof. Dr. Thomas Bieger, President of the University of St. Gallen*

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## Insight and Impact

Our programme offers a perfect blend of academic rigour and managerial relevance. Thought-leading research and real-world practical experience. Swiss quality with a global outreach.



## International Journeys

At SIM you will learn from a diverse class and faculty. You will also embark on an international project, a social initiative abroad, and benefit from unparalleled access to exclusive exchange opportunities worldwide.



## Global Excellence

Our commitment to excellence has been internationally recognised by our programme's top position in global MIM rankings (Financial Times, The Economist) and our University's international accreditations (EQUIS, AACSB).



## Personal Connection

With a small class-size, our curriculum focuses on your personal development. You will be part of a vibrant community founded on integrity, responsibility and shared values.



## Our Journey

The Master in Strategy and International Management (SIM) programme celebrates its fifteenth anniversary in 2019. So far, this has been a rewarding journey: a story of unprecedented success, shaped by the values of our tight-knit global community.

### September 2004

A group of twenty-one bright and ambitious management students gathers at the University of St.Gallen, Switzerland. For the very first SIM class this is the start of a life-changing adventure: a learning experience fuelled by the power of imagination, dedication, and collaboration.

### September 2009

The inaugural projects of the SIMagination Challenge course are launched by the sixth SIM generation. This course is an essential curricular pillar of the SIM programme, where students are required to embark in challenging projects around the world, aimed at leaving a positive and sustainable social impact in our society. As of 2018, a total of 65 initiatives have been carried out by SIM students worldwide.

### September 2017

The SIM is awarded the #1 position of the renowned Financial Times Global "Masters in Management" ranking for a record-breaking seventh consecutive time.

### September 2018

The SIM programme welcomes a brand new group of talented individuals from different corners of the world. This brand new SIM generation joins a strong community with more than six hundred members spread all over the globe.

...and our journey continues...

## Our Vision

By being admitted into the Master of Arts in Strategy and International Management (SIM), you are part of a leading programme which longs to provide outstanding management education and generate exceptional value for students, employers and society at large.

### Outstanding Management Education

It is our mission to provide you with the advanced knowledge and skills of management for a successful career as a respected and responsible manager, entrepreneur, business consultant, and beyond. We offer an integrative and interdisciplinary learning experience, since only an approach of this nature is capable of conveying the ability to cope with the complex management challenges of our time. Our programme aspires to act independently of all interests and is committed to uphold high ethical and academic standards.

### Flagship Master's Degree Programme

As a SIM student, you are part of a diverse group of highly motivated and ambitious individuals. You stand out through your strong track record, your eagerness to learn and develop key competencies, and your aspiration to grow into a responsible global leader. Thanks to our small class, you can interact with an experienced faculty that combines academic rigour with managerial relevance, whilst experiencing a high level of cultural diversity. The University of St.Gallen is well known for its integrated management framework, which forms the heart of teaching in the SIM master's degree programme. By way of international projects, challenging initiatives dedicated to finding creative solutions to address social needs, as well as multiple exchange and double degree opportunities available around the globe, you will be challenged to leave your comfort zone, perform and excel.

### Exceptional Career Prospects

At the SIM, your efforts are rewarded with excellent prospects in the job market. You benefit as well from the University's close ties to leading international companies, business leaders, and access to the nearly 27,000 active alumni around the globe.

### An Inspiring Community

Furthermore, you become an active member of our programme's most unique feature: a lively and enthusiastic SIM community. Based on joint initiatives, the SIM Directorship and Management Unit, together with its Faculty, committed students and graduates, strive to create a social environment that allows for much more than just participating in a top-notch educational programme year after year.

We look forward to welcoming you to the SIM master's degree programme at the University of St.Gallen.

### The Directorship Team



Managing Director, Prof. Dr.  
Omid Aschari, MBA  
(standing left)



Academic Director, Prof.  
Dr. Dr. Tomi Laamanen  
(standing right)



## The University of St. Gallen (HSG)

Since its founding in 1898, the education and training offered by the University of St.Gallen have been characterised by a close affinity to the working world and an integrative approach. More than 8,500 students are enrolled at the HSG in Business Administration, Economics, Law and International Affairs; they are supported by over 3,100 professors, researchers and administrators.

### School of Management, Economics, Law, Social Sciences and International Affairs

HSG aims to develop you both professionally and personally by providing you with an education grounded in the humanities. Among the HSG's general principles is the promotion of interaction between faculty and students in an environment characterised by diversity and synergetic development of regional and international roots. You can witness first-hand its international orientation thanks to students and faculty coming from all continents, its collaboration with around 200 partner universities, and its active membership in international networks.

### “From Insight to Impact”

Our University is more than an educational institution; it is a place of inspiration that stimulates you to think. You will acquire up-to-date knowledge that is of great practical relevance, and gain valuable insights. This will enable you to make an important contribution to social and economic progress and to your own personal development.

### Ranking and Accreditations

According to current rankings, the HSG is one of Europe's leading business universities. Its holistic education of the highest academic standards has earned it the EQUIS and AACSB accreditations.

### Unique Academic Structure

Intellectual skills, an integrative view, flexibility, responsibility and intercultural qualifications are of ever increasing importance today. To ensure that students are able to acquire these skills, we have a unique degree course architecture at the HSG.

### Core Studies

Core studies at the University of St.Gallen consist of compulsory subjects, core electives, electives and the Master's thesis. The compulsory subjects convey the basics of the degree course of your choice. Core electives consist of a wide range of programme-specific courses. Courses of other programmes are open to you among the electives. The extensive range of core electives and electives enables you to focus on issues which may be of particular interest to you.

### Contact & Independent Studies

In Contact Studies, the subject matter is communicated by a teacher in lectures, exercises and seminars.

A further form of teaching is Independent Studies: you learn on your own or in small groups, using various aids. This is a more extensive concept than preparatory or follow-up work on lectures. In Independent Studies, you hone your ability to acquire knowledge on your own. The advantage is that you are free to schedule your own learning time.



*“The choice of HSG for my Masters was definitely worth it. I got to learn about Europe's ways of working, culture, and values. I also got to network and learn from global industry leaders, as the European job market is international and outward looking. Finally, the HSG exposed me to the best of both academia and practice - a combination ever more important in today's dynamic and ambiguous world, where to be a responsible leader one must be able to act fast, bridge different opinions and make informed decisions.”*  
**Alberta Lowe, SIM13, Indonesia (standing right)**

**Contextual Studies**

Contextual Studies at the Master’s Level enable you to study relevant issues with a multidisciplinary approach and in depth: media, cultures, history, society, responsibility, creativity, law and technologies. These eight Areas of Concentration provide you with an opportunity to acquire more detailed qualifications. Alternatively, you can thematically combine two seminars from Contextual Studies with a core studies course you have already completed and achieve an intensively supervised and innovative synthesis in a portfolio course. Courses in Skills, for instance, include rhetoric and programming. In addition, the University of St.Gallen fosters discourse with different countries and other cultures: you can gain international experience in dialogues with students from more than 80 nations.

**Research**

With a research culture that prizes excellence and is fully committed to academic freedom, research at the University of St.Gallen is centered around 41 institutes, research institutes and centres, which are an integral part of the HSG and operate at a largely autonomous level. They combine theory with practice, provide important input for teaching at the University and play a significant role in furthering the careers of young academics.

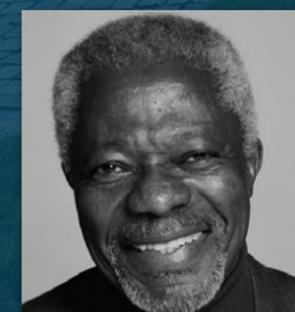
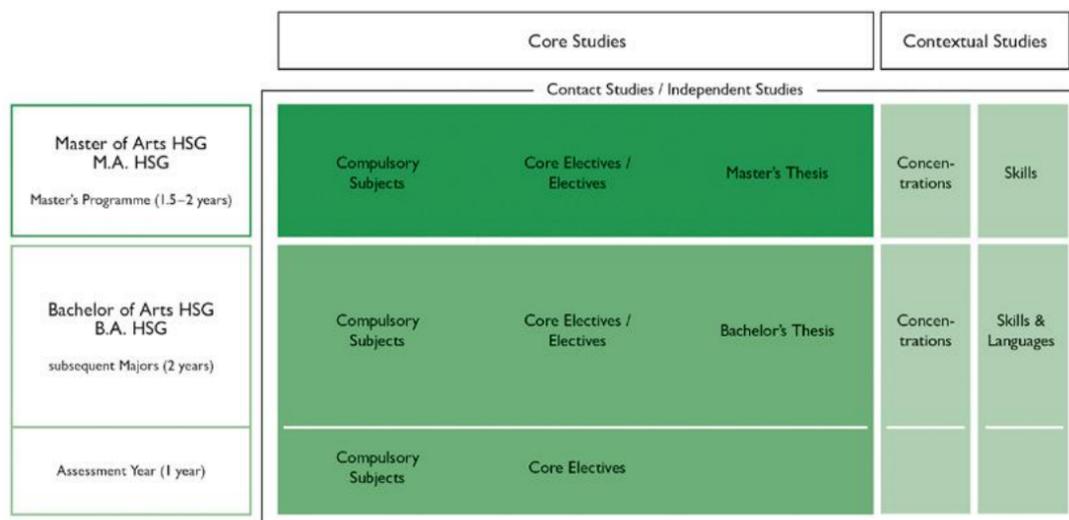
**Startup@HSG**

Startup@HSG aims to enhance entrepreneurial spirit among students. It presents you with different perspectives of entrepreneurship, as well as supports technological and knowledge intense projects at HSG. Apart from numerous events throughout the year, Startup@HSG may organise individual consultations with specialists. Additionally, a scholarship programme was set up, providing future founders with working space, mentoring and financial support. Other initiatives, such as the HSG Founder of the Year prize, as well as the Social and Sustainable (SnS) Ventures in cooperation with the University of Zurich, are part of the vast offering.

**The St.Gallen Symposium**

The St. Gallen Symposium is said to be the world’s premier opportunity for debate across generations on issues of management, politics and civil society. First launched in 1970 and organised entirely by students, the Symposium aims to foster intergenerational and intercultural dialogue between the leaders of today and the leaders of tomorrow. Annually, 200 talented young people from across the world are invited to attend. The St. Gallen Foundation for International Studies is an independent foundation supervising the activities of the International Students’ Committee (ISC) St. Gallen in the organisation of the St. Gallen Symposium.

[www.symposium.org](http://www.symposium.org)



*“St.Gallen provides a setting which marries the promise of the future with the foundations of traditions – and is an absolutely essential link between academic work and the practical world.”*

*Kofi Annan, former UN Secretary General, 2001 Nobel Peace Prize laureate*

## Our Commitment

As a SIM student, you benefit from excellent graduate-level education in Strategy and International Management, and experience a unique blend of academic coursework with realising complex goals in practice. The curriculum is enriched by opportunities for personal development and enables you to sharpen the skills required of a future global leader.

### A Challenging Curriculum

Your SIM curriculum consists of 90 ECTS and is typically three semesters (1.5 years) in duration. It builds upon the core disciplines of strategy, leadership, finance, marketing, organisational behaviour and international management. Advanced courses in these majors are complemented by a selection of SIM Integratives, which allow you to explore sizeable management challenges of our time by taking a holistic approach to the relevant management disciplines.

Thanks to the mandatory pillar “SIM in Practice”, comprised of the SIM International Project (SIM-IP) and the SIMagination Challenge course, we ensure that you have the opportunity to apply what you learn in both corporate practice and international initiatives.

On account of our global orientation, the language of instruction and examination at the SIM programme is English. Upon successful completion of the programme, you will be awarded the Master of Arts in Strategy and International Management (SIM-HSG).

### Personal Mastery

A key feature of the SIM programme is its small class size, which facilitates individual attention. Several courses, such as the SIM Integratives, are limited to 30 participants, thereby creating a high level of intensity in the interactive teaching. You will thus benefit from an environment that allows for interaction with the staff, the faculty as well as with mentors and other stakeholders. Moreover, various learning experiences are designed to include personal reflection and individualised feedback.

### SIM-Start Professional

Prior to starting the programme, you are required to attend a selection of short and intensive sessions, focusing on distinct topics of high managerial relevance. The SIM-Start Professional is in place to prepare you for the start of your SIM studies and maximize your success during your SIM experience. The SIM-Start Professional week is usually held in early September, around calendar week 36.



*“The interdisciplinary curriculum of the SIM encompasses intelligence, broad sympathy, scientific literacy and practical value. It equips us with tools to figure things out on our own and even a chance to trust in our aptitude to deliver extraordinary results required to have a strong social impact. Most notably, the programme focuses on our professional and personal growth, communication, interpersonal effectiveness and ability to solve complex assignments. Overall, we gain a plethora of new skills and experiences that, applied holistically, should enable us to make the world a better place”*  
**Jurij Besednjak, SIM13, Slovenia (walking right)**

## The Best of Both Worlds

The SIM curriculum unites the best of both worlds. It combines the research-based, academic rigour of a Master of Arts with the interactive nature and practice-oriented approach present in leading MBA programmes. It reflects the confidence we have in your abilities and potential.

### SIM Compulsory Courses

These courses advance your knowledge in the functional areas of management. You will explore advanced theories and concepts, examine managerial practice and engage in scientific discussion.

### SIM Core Electives

The SIM core electives consist of Advanced Management Courses and Integratives. The Integratives focus on subjects of widespread and current interest in the field of management. Multidisciplinary perspectives are needed in order to embrace these subjects and explore ways to successfully cope with the most current management challenges.

### The SIMagination Challenge

The first element of the mandatory “SIM in Practice” pillar consists of an innovative approach to spur advanced learning by planning, executing and reflecting upon a challenging project which aims at leaving a positive and sustainable impact in society. This course allows your team to initiate an international project, first by carefully identifying and analysing social needs and then by developing effective and sustainable solutions to address these challenges in the long term. The course embraces topics such as personal mastery, team diversity, strategy execution and social responsibility, which combine to address the key development needs of leaders in the 21st century.  
[www.simaginationchallenge.com](http://www.simaginationchallenge.com)

### SIM International Project

The “SIM in Practice” pillar also requires you to engage in a challenging international internship that you independently define, plan, initiate, successfully complete, and reflect upon.

### Independent Electives

You may choose from a range of different independent electives offered both by the SIM programme and other Master’s degree programmes. Thus, you will have the opportunity to acquire additional knowledge in specific fields of interest.

### Contextual Studies

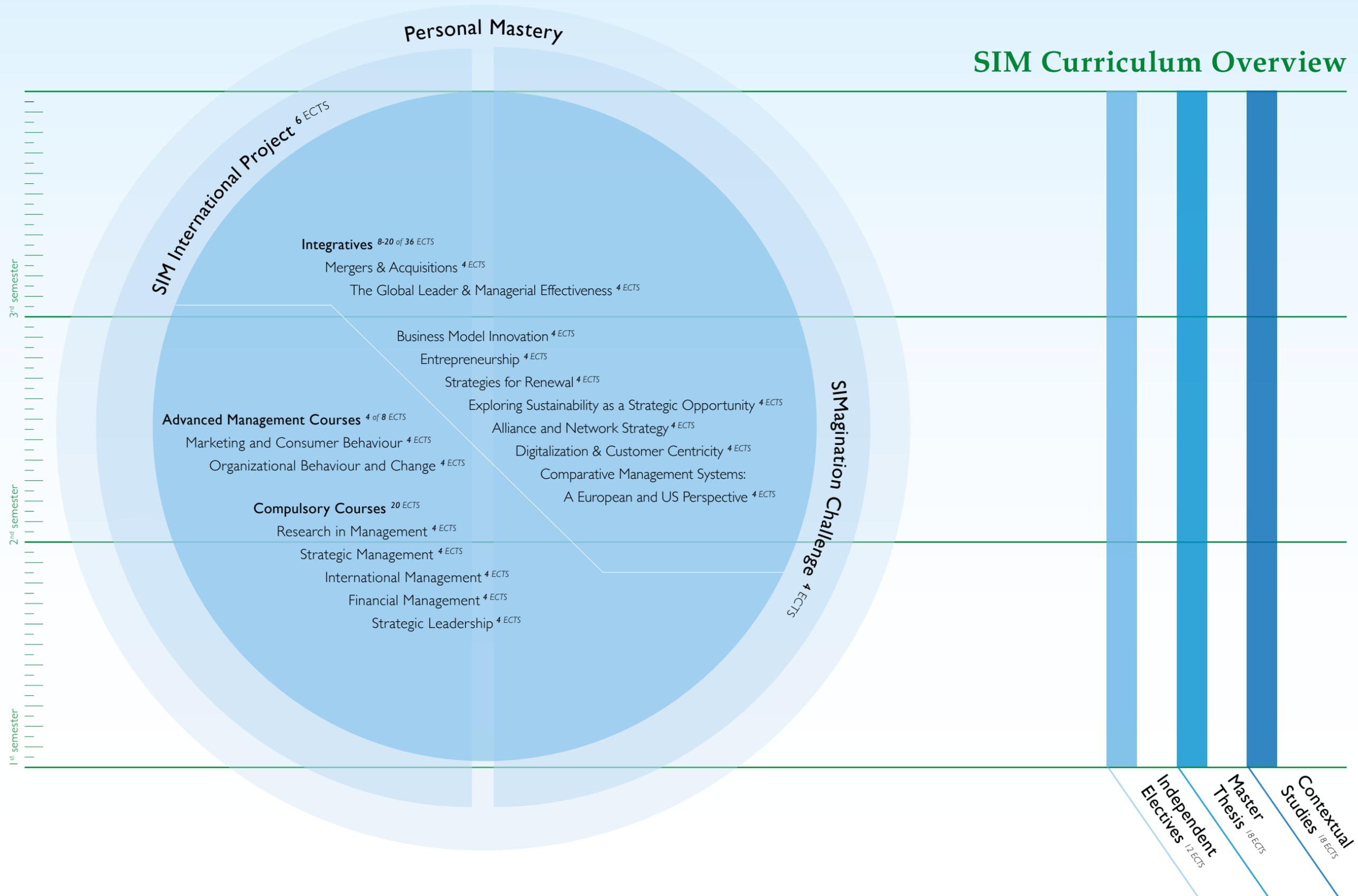
Contextual Studies are a particular feature of the HSG degree course architecture. They enable you to complement and reflect upon your core studies from various perspectives. You will learn that economic decisions are always embedded in general societal, cultural and historical conditions and must therefore be viewed from an integrative angle. The eight Areas of Concentration are: media, cultures, history, society, responsibility, creativity, law and technologies.

### Master’s Thesis

In order to complete the Master’s degree, you must write a thesis worth 18 ECTS credits. The topic of the Master’s thesis may derive from any constituent of the SIM programme. You are encouraged to write your thesis in an area relevant to practice.



## SIM Curriculum Overview



## SIM Core Faculty

As a SIM student, you will have access to a top-tier faculty that consists of award-winning academic scholars and senior lecturers in the field of management, as well as a large number of hand-picked industry and academic guest lecturers and executives.



## International Double Degree and Exchange Programmes

Whether doing a SIM-MBA double degree or an exchange term at a partner university, the international exchange programmes are available to fit a wide spectrum of your educational and intercultural goals.

### International Double Degree Programmes

#### CEMS MIM

CEMS is a global alliance of 31 leading business schools, collaborating with multinational companies and NGOs that together offer the CEMS Master's in International Management. The CEMS MIM builds a bridge between university education and practical management, thus offering you profound insight into leadership best practices.

#### DM2 Double Degree Programmes

A double degree gives you the opportunity to be challenged further while experiencing another culture in depth and earning a second Master's degree from one of the partner institutions:

ESADE, Barcelona, Spain | HEC Paris, France | RSM Erasmus University, Rotterdam, Netherlands

#### FGV-EAESP Double Degree Programme

Within approximately 2.5 years, you can add a second degree from FGV-EAESP (Fundação Getulio Vargas, Escola de Administração de Empresas de São Paulo), the most renowned school of economics in Brazil.

#### International Exchange Term

The HSG has an extensive partner network with over 200 universities worldwide. As a SIM student, you may choose to spend an exchange term abroad at universities such as: AGSM MBA Programs, UNSW, Sydney | Columbia University | Cornell University | Duke University | Waseda University | Northwestern University | New York University | Queen's University | Seoul National University | Tel Aviv University | Tsinghua University | UCLA | Universidad de los Andes

**ESADE**

**HEC**  
PARIS

**Erasmus**  
ERASMUS UNIVERSITEIT ROTTERDAM

**Duke**  
UNIVERSITY

**清华大学**  
Tsinghua University

**UCLA**

**Universidad de los Andes**

### Exclusive SIM-MBA Double Degree Programmes

#### INCAE Business School - MBA

The SIM and INCAE MBA double degree programme allows you to enrich your studies with a Latin American perspective. You will receive a Master of Business Administration (MBA) in combination with the SIM Master's degree in two years. Studying at the INCAE MBA prepares you for the challenging business world at the interface of developed and emerging countries. This double degree is the ideal path if you wish to start your management career, distinguishing yourself with the unique Latin American perspective and focus on sustainability. INCAE Business School is the leading business school in Latin America (Financial Times 2017).



*"The origination of this idea was when president Kennedy visited 50 years ago and recognised the enormous potential for the private sector as a critical ingredient for progress and development for the hemisphere as a whole"*

*(Barack Obama, President of the USA, speaking about INCAE at the Foro Centroamérica 2013)*



#### Nanyang Business School

#### Nanyang Business School - MBA

This prestigious double degree provides you with the unique opportunity to gain both Asian and European perspectives on business. You simultaneously earn an MBA at Nanyang Business School (NBS) in Singapore and the SIM Master's degree at the University of St.Gallen. Situated in Asia's most liveable city, the Nanyang MBA is an intense global MBA with a focus in Asia. While in Singapore, you have the opportunity to specialise in Strategy and Innovation or Banking and Finance. The Nanyang MBA was ranked 22nd globally by the Financial Times (2018).



## Purposeful International Journeys

The SIM programme encourages and enables you to supplement your academic curriculum with meaningful practical and international experiences. In addition to the SIM-IP and the SIMagination Challenge courses, our Double Degrees and Exchange opportunities through the exclusive HSG network give you the chance to experience foreign cultures and perspectives first hand.



**John Hennelly, SIM13, Ireland**

*His journey so far: Switzerland- South Africa – United States*

“When I first applied for SIM, the module I was most excited for was the SIMagination Challenge. Having now completed the Challenge, I can say that my enthusiasm was well-founded; I would not trade the joy I got from working with the South African students, nor the insights I gained in the process, for anything in the world!”



**Ying Ying Su, SIM12, Taiwan**

*Her journey so far: Switzerland- Paraguay- Germany*

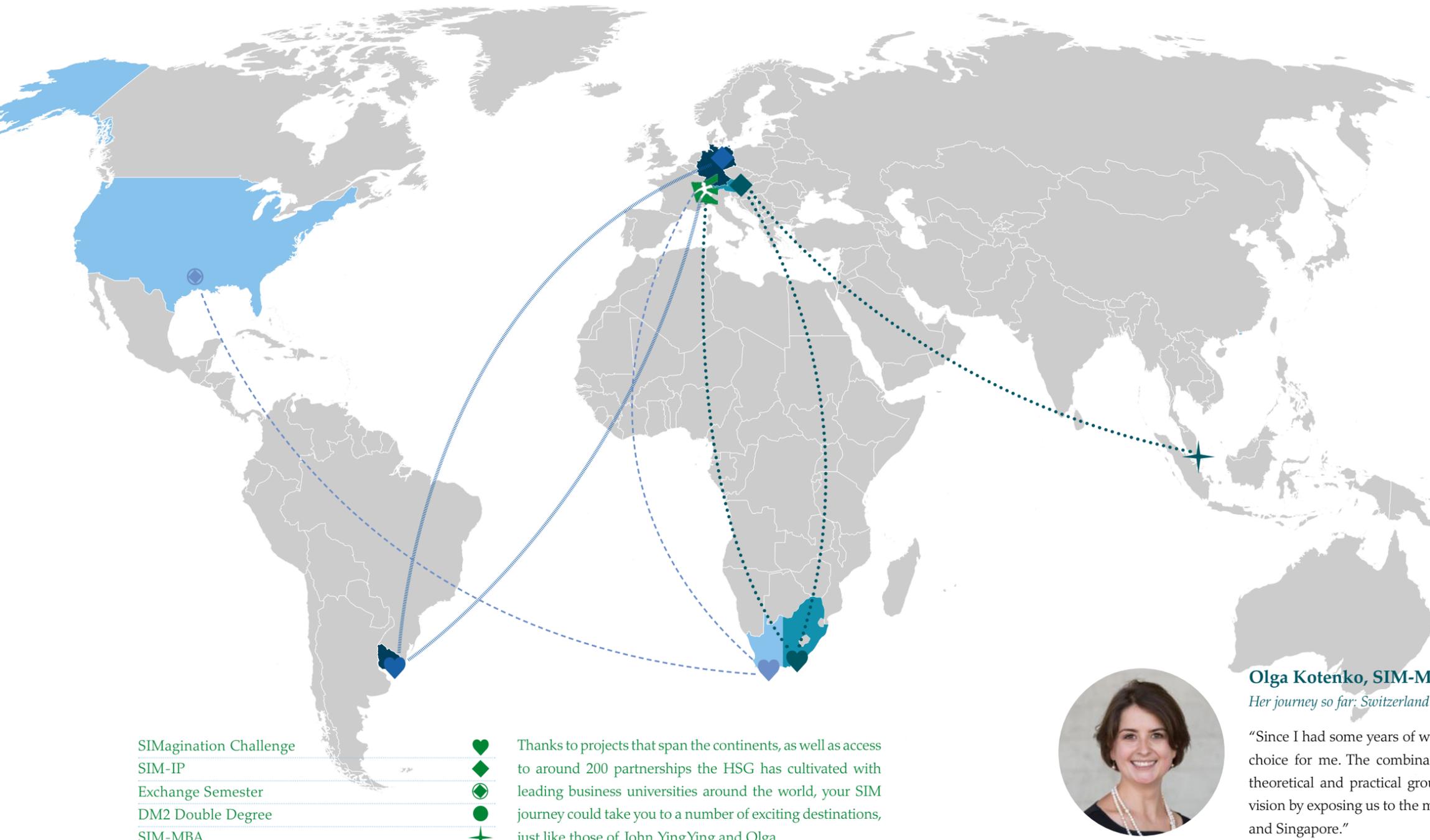
“The SIMagination Challenge was a true hands-on course on teamwork and innovative problem-solving. It was a provocative learning experience to collaborate with people from such diverse cultural and professional backgrounds on an entrepreneurial project in a foreign environment. I was challenged on many different levels, being often outside of my comfort zone and having to overcome various obstacles to move the project forward, but I believe such experience helped me become a better leader and I wish the same for the future SIM generations”



**Olga Kotenko, SIM-MBA Nanyang Double Degree, Russia**

*Her journey so far: Switzerland - South Africa - Austria - Singapore*

“Since I had some years of working experience, the MBA double degree was an obvious choice for me. The combination of SIM and Nanyang MBA not only creates perfect theoretical and practical ground for future development, but also gives a truly global vision by exposing us to the most innovative European and Asian markets in Switzerland and Singapore.”



- SIMagination Challenge Thanks to projects that span the continents, as well as access
- SIM-IP to around 200 partnerships the HSG has cultivated with
- Exchange Semester leading business universities around the world, your SIM
- DM2 Double Degree journey could take you to a number of exciting destinations,
- SIM-MBA just like those of John, YingYing and Olga ...

## Global SIM-HSG Community

As a “SIMmie”, you become part of a strong, diverse and dynamic community. Our global community embraces all students, graduates, staff and faculty members of the SIM programme. Its life is shaped outside the classroom, through regular events, social media and international networking. University life at HSG is also rich and diverse, thanks to numerous student clubs, initiatives and activities at your disposal.

### Student Initiatives

Some 120 student associations and initiatives contribute to an exciting university life. Whether your fields of interests include leisure, academics, international/regional networks, management and business, music and culture, politics and society, religion, or sports, you can certainly find one or more associations to enrich your university experience. As a HSG student you are encouraged to work towards the realisation of your ideas and contribute to the development of the University by means of these initiatives. You will soon find out that this unique commitment of HSG students is, together with the high quality of its research and teaching, among the most prominent features of the University of St.Gallen.

A selection of student associations:

Young Entrepreneurs Club | St. Gallen Symposium (ISC) | Toastmasters | Sailing | Consulting Club | Choir | HSG Big Band | HSG Orchestra | Student Theatre

A full list is available at:

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

### HSG Sports

Thanks to the University’s Sports Office, you have free access to a multitude of sport and exercise activities each semester, which can help you maintain a healthy and balanced lifestyle. The University offers state-of-the-art sports facilities such as gymnasium, gymnastics room, sauna, football field, basketball and beach volleyball court, and tennis courts.

Examples of activities organised by HSG Sports:

Aerobics | Aikido | Badminton | Basketball | Beach volleyball | Canoeing | Cycling | Dancing | Diving | Golf | Horseback riding | Indoor climbing | Judo | Rugby | Paragliding | Skiing | Snowboarding | Soccer | Squash | Swimming | T’ai Chi | Tennis | Yoga

A full list is available at:

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



*“The focus on building lifelong professional and personal relationships is what makes the SIM community an integral part of the SIM experience. Regardless of where you are in the world, you know that there is always a helping hand if you reach out to graduates and current students”*

*John Mhuka, SIM13, Zimbabwe (standing left)*

### SIMopoly

This icebreaker event has become a tradition, actively introducing you to your classmates' unique personalities. SIMopoly focuses on building collaboration within diverse groups, friendly competition, and creative problem-solving – which are themes of the overall SIM programme. Your team will be led by previous SIM students along a treasure hunt trail, while getting acquainted with the city of St. Gallen.

### SIM Buddy System

As a newly admitted student, you have the chance to be assigned a current SIM student as a peer mentor. Your SIM Buddy can assist you in tackling many of the challenges you may face when preparing to move to Switzerland or study at the HSG (e.g. housing, course selection).

### Regulars' Tables

At the SIM Regulars' Tables your class will find a space to define its own identity. These are regularly organised events with specific cross-cultural themes that serve as social networking opportunities between SIM students, SIM staff and members of the SIM faculty.

### SIM Community Event

Regularly, members of the SIM community – comprised of SIM students, graduates, staff and faculty – come together for an exclusive and interactive event. This constitutes the perfect forum to catch up with the whole SIM community, make new connections and strengthen your bonds with other SIM colleagues.

### SIMPact

"SIMPact" refers to the different platforms available to all members of our global community to exchange news, connect and stay in touch with each other. These platforms include the fun and interactive "SIMPact mini" - the SIM community's magazine.



SIMopoly



SIM Buddy System



Regulars' Tables



SIM Community Event



SIMagination Challenge (Haiti 2017)



SIM Start Professional



SIM Graduation Event



SIM Excursion (London 2016)

## Exclusive Employability Initiatives

We offer you the chance to take part on a number of workshops exclusive to SIM students, aimed at increasing your employability at graduation. The workshops are tailored to enhance your skillsets and knowledge, while enabling you to differentiate yourself from other candidates in the job market.

### Skill Enhancement

Workshops are organised in conjunction with a number of our corporate partners in order to provide you with a chance to work on practical scenarios and to network with top professionals in specific fields of interest. Interactive and challenging case studies and workshops are provided, focusing on enhancing employability relevant skills such as problem-solving skills, team dynamics, communication in a business environment, and analytical skills.

### SIMtensive German Programme

With a high number of international students looking to increase their employability within the German-speaking region, an intensive language course is provided exclusively for you, should you not be a native speaker of the German language. Focus in this course is put on conversations and the teaching builds on the knowledge you may have attained from other German language courses. This process supports you in your preparation for conversations in the context of networking.

### SIM Community Contributions

Being a member of the SIM community also means you can find support from our active SIM graduates in various ways. They share information and news on social media platforms, network at SIM social events and workshops, as well as collaborate to offer private and focused industry-specific sessions.

### Personal Focus

You will find several opportunities for self-reflection throughout the SIM programme. We stay close to our students by offering advice on career related topics, such as industry or company specific information, interview preparation and job application documents. You are given the chance to discuss individually about your own life and career goals and get an idea of the opportunities that can be found in specific areas, such as in German-speaking or emerging countries, and the improvements that you can make on an individual level in preparation for targeted and systematic career planning.

### Career Perspectives

Leading international companies in a wide arrange of industries and sectors are keen to employ SIM students, usually before graduation, thanks to their close ties to the programme and the University. Whichever your career goals and aspirations are, you will benefit from the strength of the programme's community and partnerships, as well as the HSG's global alumni network.



*"If there is one thing the SIM programme equips you with, it is perspective. Not only through cultural exchange, or the excellent teachers, but through its biggest asset - the students. You are encouraged and helped in the quest of finding your true passion, and supported while pursuing it. In my case, this has led me to the world of entrepreneurship and start-ups. While nothing can fully prepare you for such a fast moving and exciting environment, the SIM programme definitely gives you the best tools to face this (or any other) challenge."*

*Eric Adolphs, SIM10 graduate, and Entrepreneur, Germany  
Forbes 30 under 30 Europe 2018*

## Career Networking Opportunities

We trust you have a strong vision of where you wish to be in the future; you have set ambitious goals for yourself and actively pursue them with determination. We support you in developing your skills and ideas on a personal level to prepare you for the pursuit of a rewarding and meaningful career.

### Career & Corporate Services (CSC-HSG)

Early preparation and career planning are important parts of studying in a Master's degree programme. The clearer you are about your skills, values, interests and goals, the more focused you are when developing goals for your career and your life. The Career & Corporate Services (CSC-HSG) is an additional support for all HSG students and is offering you job application support and counselling. It also offers a number of official recruiting events, such as the HSG Banking Days, the HSG Industry Days and the HSG TALENTS Conference. The CSC-HSG can also provide you with information about work permit regulations in Switzerland.

You can find more information on [www.hsgcareer.ch](http://www.hsgcareer.ch)

### HSG TALENTS Conference

Every year, over 100 international corporations and more than 1,000 students and graduates participate in this event, which ranks as Switzerland's largest recruitment event for business and law. This three week-long event takes place in March every year – as a HSG student, you will have a unique opportunity to interact with prospective employers during company presentations, workshops, pre-scheduled interviews and a career fair.

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

### HSG Alumni

HSG Alumni is the official alumni association at the University of St.Gallen, with almost 27,000 members and more than 180 formal organisations established throughout the five continents.

The goal of the association is to create value not only for alumni, but also for the University, its students and faculty. The HSG Alumni association actively creates value in three ways; by creating opportunities to network (friendraising), by creating opportunities to give back to the University (fundraising) and by creating opportunities to share knowledge with each other (brainraising).

### SIM Corporate Partnerships

The SIM programme has established close ties to leading international corporations that act as our corporate sponsors and practice partners. This cooperation includes interactive workshops, lectures, invitations to visit their offices, and attractive international internships.

### SIM Corporate Sponsors

THE BOSTON CONSULTING GROUP

### SIM Selected Practice Partners



**MONOQI**  
DEDICATED TO DESIGN

### Further Employers (Sample)\*



\*in alphabetical order

## Life in St. Gallen

St.Gallen is a historically unique town complete with a variety of shops, street cafés, bars and clubs, and with approximately 80,000 inhabitants. The Abbey District holds international significance with its baroque cathedral and the Abbey Library, which is a UNESCO World Heritage Site.

### Switzerland

As a federal republic with a system of direct democracy, Switzerland enjoys a high degree of political stability. Living here means being close to various international organisations, such as the United Nations and the World Trade Organization. The country's economy is based on a highly qualified and skilled labour force. Switzerland's international reputation as a research centre is beyond dispute. Primary industries include micro-, high- and biotechnology, pharmaceuticals, as well as banking and insurance. Swiss companies are extremely competitive in the global markets. Due to all these factors, as well as its beautiful landscapes, you will soon be conquered by the high standard of living at affordable prices.

### Living in St.Gallen

St. Gallen is a vibrant and dynamic cultural town, where performances in the city theatre, the concert hall, local cultural festivals, as well as exhibitions in numerous museums and private galleries are extremely regular. An event that is particularly popular with many students is the Open Air St. Gallen, a music festival during which the Sitter Valley is transformed into Switzerland's largest tent city for four days. Additionally, you will have the opportunity to keep fit with varied leisure and sports activities, such as skiing, rock climbing and sailing due to the city's great location between the snowy Alps and sunny Lake Constance. The Peter and Paul Wildlife Park, close to the University, is an idyllic setting for jogging or walking. Furthermore, St. Gallen's "Three Ponds" are only a few minutes' walk from the

city centre. These three large ponds, situated on a hill on the outskirts of the city, serve as public swimming pools in the summer and as ice rinks in cold winters.

### Preparation for Settling in St. Gallen

As an international student, you must obtain a visa prior to entering Switzerland, unless you are a national from the EU/EFTA area, Japan and Singapore, in which case you must only apply for a residence permit. On average, visa applications take about eight weeks to process. You can apply for your visa as soon as you have received your letter of acceptance from the University and have secured financing for your studies. Information on such procedures is offered by the HSG Admissions and Crediting Office.

### Highlights

- The Abbey District in St. Gallen, UNESCO World Heritage Site
- Switzerland's four national languages: German, French, Italian and Romansh
- Large international population (28.7% foreign nationals)
- St. Gallen is very close to Zurich, number 2 city in Mercer's 2018 Quality of Living Ranking



*"Living in St. Gallen has been a very rewarding experience. The town being relatively small, it confers a cozy atmosphere and allows us students to frequently meet up wherever we live. But what makes St. Gallen really special is its beautiful scenery. Located in between Lake Constance and the Alps, you are not far from a nice swim, or a fondue in a skiing hut."*

*Karim Bugglé, SIM13, France/Germany (standing right)*

## Financing Your Studies

Higher education is subsidised by the Swiss government, resulting in low tuition fees, which makes the SIM an affordable programme among the world's top-ranked institutions. A degree is an investment in your personal development and your future, which should enable you to recover your tuition fees after the first few months of employment.

### Tuition Fees

Switzerland invests in excellent undergraduate and graduate education by way of government subsidies. Thus, as an international student, your tuition fee at the University of St.Gallen is a favourable amount of CHF 3,326 per semester (not including text books and other teaching material). Payments are made by semester.

### Living Costs in St.Gallen

The recommended monthly budget is between CHF 2,100- 2,500 per month for basic needs, including living and studying expenses.

Estimated monthly expenses:

Housing: CHF 660

Living expenses: CHF 1,120

Health (insurance, medication, etc.): CHF 170

### Accommodation

St. Gallen has a relaxed house market, with a good selection of apartments, rooms in shared apartments (called Wohngemeinschaft or WG), and houses at varying prices. Links to online housing markets can be found on the Student Union or University website. Prices for accommodation vary greatly depending on location, size, standard of living and amenities.

### Travelling

In Switzerland, travelling by public transport is very convenient and encouraged. You are advised to obtain the Swiss Federal Railway half-fare (Halbtax) card in order to save 50% on all tickets. It is available for about CHF 185 and is valid for one year.

### Financial Aid

When studying in Switzerland, you can take up a temporary part-time job and/or apply to secure a student loan or scholarship. Financial aid for studying in Switzerland can be obtained from various sources. Specifically, two funds are made available by the HSG:

### Loan and Scholarship Fund

To ensure financially disadvantaged students are also able to study at the HSG, we have the loan and scholarship fund. The fund offers loans and scholarships to students enrolled in the Bachelor's or Master's Level. Additionally, foreign students can be granted a scholarship that covers the difference between the fees for Swiss nationals and foreign nationals. The purpose is to support students in need. To be eligible to apply for either form of aid, students must be enrolled for a minimum of one semester.

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

### Starr International Foundation Scholarship Fund

The Starr International Foundation Scholarship Fund is set aside for highly talented foreign-language students with a recognised foreign Bachelor's degree who are completing a Master's degree in one of the English-language programmes. Exceptional students are identified by the Advice Center for Study Funding and asked to hand in an application. Please check the website of the Advice Center for Study Funding for further information on the above-mentioned or other options.

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

[studyfunding@unisg.ch](mailto:studyfunding@unisg.ch)

### Other Scholarship Opportunities

A limited amount of scholarship opportunities, such as the WEF Global Shapers Scholarship and the Kistefos St. Gallen Masterclass Scholarship (for Norway), may be available to SIM candidates every year thanks to our strong network of strategic partners. During your application process, we can advise you on your potential eligibility for any of these initiatives.

[www.globalshapers.org](http://www.globalshapers.org)

[www.stgallen.no](http://www.stgallen.no)

### Work-Study Opportunities

The University and its institutes are regularly looking for students to do project work. The SIM Management Unit also offers projects to students of the SIM programme. Vacancies can be found on the website of the HSG, the HSG institutes and the Career & Corporate Services. International students are allowed to work 15 hours per week. Students from outside the EU/EFTA area need a work permit in order to work in Switzerland.



## Profile of a SIM Student

If you identify with these traits, you are on the right path to becoming a member of this engaged community.

### Global Mindset

You feature a high level of intercultural awareness. Your life experiences allow you to embrace more than just your own cultural background and you are both able and willing to consider different perspectives on any given subject.

### Critical and Creative Thinking

You are capable of critically reflecting upon complex topics. You enjoy finding creative, novel ways to approach the analysis of context and content, identify solution paths, and corresponding explanations.

### Self-Reflection

You have reflected upon your life, background and experiences, and are aware of your own strengths and weaknesses. You constantly discern your developmental needs and you are highly motivated to address them.

### Maturity and Integrity

You are a mature, well-balanced individual, who has developed through meaningful experiences and learnings in different contexts. You are engaged in activities for your peers, community and society at large.

### Analytical Aptitude

You have a proven ability to effectively solve problems, which you can demonstrate through your outstanding achievements in various areas.



*"A 'SIMmie' is open-minded, adventurous, adaptable, humble, and curious (and can be located outside his or her comfort zone). To me, the SIM is so much more than a Master programme. It feels like being part of a family with members from different countries, sharing an unbelievably strong bond- a feeling that will not change when we graduate."*

*Kirsimarja Säkkinen, SIM13, Finland (center)*

## Meet and Visit Us

The University organises two Master's Information Days per year, which are open to prospective students. The dates for these events are published online:

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

You are also welcome to visit us in St.Gallen at any time of the year. Please send us an e-mail to schedule an appointment.

You may also meet us in your own country, as we regularly attend international fairs and events. We are happy to schedule individual consultations. Check regularly for our next destinations here:  
[simhsg.com/event/](http://simhsg.com/event/)



### Contact us

For any enquiries, do not hesitate to contact us at  
[sim@unisg.ch](mailto:sim@unisg.ch)



## Application Requirements

Below is a brief overview of the requirements:

- Bachelor's degree in management, business administration or equivalent (economics degrees may be accepted), or a Master's degree in any field.
- Proof of English proficiency
- GMAT or GRE score (not older than five years)
- CV and proof of extracurricular activities
- Application essay (check the website for details)
- Interview

To start the programme in September, you must submit your application online. For detailed information on the requirements:  
[www.admissions.unisg.ch](http://www.admissions.unisg.ch)  
[admissions@unisg.ch](mailto:admissions@unisg.ch)



Contact us for more information regarding the general application window and intermediate deadlines.  
[sim@unisg.ch](mailto:sim@unisg.ch)



## International Rankings

Our programme has led the Financial Times Global "MIM" ranking for a record seven consecutive years (2011-2017). In 2017, "The Economist" also recognised the SIM with a top five placement on their first ever global MiM ranking.

N.1 in "Overseas Study Programmes" (The Economist, 2017)

N.2 in "International Mobility" (FT, 2017)

N.1 in "Employed at three-months" (The Economist, 2017)

# Are you ready to become one of tomorrow's global responsible leaders?

*"Leaders continuously seek ways to grow, have a meaningful purpose in their lives, and inspire and support those around them in their further development"*

Prof. Dr. Omid Aschari, MBA, What is the true meaning of leadership? (St. Gallen, 2016)

### University of St. Gallen (HSG)

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