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
Dear Candidate,

The Master of Arts in Strategy and International Management (SIM) is a leading programme providing outstanding management education and generating exceptional value for students, employers and society at large.

Outstanding Management Education

It is our mission to provide our students with the advanced knowledge and skills of management for a successful career as respected and responsible managers, entrepreneurs or business consultants. 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. The aspiration to act independently of all interests and the commitment to uphold high ethical and academic standards serve as the basis of the SIM programme.

Exclusive Flagship Master’s Programme

SIM students are an exclusive and diverse group of highly motivated and ambitious individuals. They stand out through their strong track record, their eagerness to learn and develop key competencies, and their aspiration to grow into responsible global leaders. Small interactive classes featuring a high level of cultural diversity are taught by an experienced faculty that combines academic rigour with managerial relevance. 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, students can leave their comfort zone, perform and excel. The strength of our curriculum and success of our graduates is internationally recognised by our leading position in the Financial Times Global “Masters in Management” Ranking.

Exceptional Career Prospects

Our students’ efforts are rewarded with excellent prospects in the job market. SIM students also benefit from the University’s close ties to leading international companies, business leaders, and access to more than 21,000 active alumni around the globe.

An Inspiring Community

Furthermore, the SIM programme distinguishes itself through a unique feature: a lively and enthusiastic SIM community. Based on joint initiatives, the SIM directorship, together with its committed students and alumni, strives 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 exceptional and highly motivated candidates 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. Günter Müller-Stewens
(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 7,600 students are enrolled at the HSG in Business Administration, Economics, Law and International Affairs; they are supported by over 2,000 professors, researchers and administrators.

School of Management, Economics, Law, Social Sciences and International Affairs
The HSG aims to develop students both professionally and personally by providing them 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. Its international orientation is strengthened by students and faculty coming from all continents, collaboration with almost 200 partner universities, and active membership in international networks. For the SIM programme, this framework is invaluable. It provides the means and necessary freedom to independently compose a top international management programme.

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 by way of an international seal of approval. In 2013, as part of the re-accreditation process, the EQUIS Awarding Body took particular note of the quality of the University as reflected in its mission and vision statement (Vision 2020) and the associated guiding principles, the substantial progress made in internationalisation both inside and outside the home campus, and the developments in the programme portfolio, particularly the exemplary Master of Arts in Strategy and International Management (SIM).

Unique Academic Structure
The HSG’s course structure consists of three pillars and three levels. The three levels consist of the Assessment Year, the Bachelor’s Level and the Master’s Level. In addition to these three academic levels, the associated courses belong to one of three didactic, subject-related pillars: Contact Studies, Independent Studies and Contextual Studies. With this model, the University of St.Gallen satisfies the demands of society and the economy for graduates with intellectual flexibility and intercultural qualifications.

Contact Studies
Contact Studies consist of lectures and seminars in small groups. Students attend programme-specific compulsory courses, core electives and independent electives. Independent electives may be selected from the students’ own Master’s degree programme or from other programmes. Thus, students have the opportunity to acquire further knowledge in additional fields of interest.

Independent Studies
Independent Studies place emphasis on students’ personal responsibility of enhancing their education, and are supported by electronic resources and close cooperation with tutors. In terms of subject matter, they complement the aforementioned Contact Studies.
7th place among business schools in Europe
Financial Times
Top European Business Schools Ranking since 2012
**Contextual Studies**

Contextual Studies consist of courses in Leadership Skills, Critical Thinking and Cultural Awareness, which encourage critical thinking in preparation for employment. Studies in these areas supplement specialised education with opportunities for well-founded and broad-based personal development.

**Research**

Creating the space for a research culture that prizes excellence and is fully committed to academic freedom, research at the University of St. Gallen is centred around 41 institutes, research institutes and centres, which are an integral part of the University. Institutes at the HSG, operating at a largely autonomous level, combine theory with practice, provide important input for teaching and play a significant role in furthering the careers of young academics. The 90 professors, some 550 lecturers and researchers as well as distinguished guest lecturers nurture scholarly discourse with students.

**Entrepreneurship Campus**

The main objective of the HSG Entrepreneurship Campus is to introduce students to the world of entrepreneurship and to outline entrepreneurship as a possible future career path. An extensive programme offers support to technology-based and knowledge-oriented business ideas and start-ups of HSG students. Apart from numerous events throughout the year providing opportunities for learning about various aspects of entrepreneurship at the HSG, the Entrepreneurship Campus offers sought-after individual consultation hours with specialists. In addition to this support, a scholarship programme called HSG Entrepreneurial Talents was set up, providing the future founders with working space, mentoring and financial support. The prestigious HSG Founder of the Year prize of CHF 10,000 is awarded annually.

Further information can be found online:

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

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**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 mission of these leaders of tomorrow is to fundamentally challenge the leaders of today with critical questions and new approaches.

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.
“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
The SIM programme seeks to provide students with the necessary skills in the field of management while enabling them to pursue professional careers as respected and responsible managers, entrepreneurs, business consultants or academics. The programme builds upon the 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 explore sizeable management challenges of our time by taking a holistic approach to the relevant management disciplines. The mandatory pillar “SIM in Practice” ensures that new learning is applied in corporate practice and international projects.

The curriculum consists of 90 ECTS credits and is typically three semesters (1.5 years) in duration. On account of its international orientation, the language of instruction and examination is English. The SIM class is small in size (approximately 45-55 students per year). Several courses, such as the SIM Integratives, are limited to 30 participants, thereby allowing for an even higher level of intensity in the interactive teaching. Upon successful completion of the programme, graduates are awarded the reputable Master of Arts HSG (M.A. HSG) in Strategy and International Management.

The SIM programme offers a top-notch graduate-level education in Strategy and International Management and blends academic coursework with realising challenging goals in practice. The curriculum is enriched by opportunities for personal development. Students are encouraged to build leadership qualities alongside their courses and practical experiences. Challenging international projects and internships invite students to sharpen the skills required of future global leaders and to reflect upon their own mindsets and attributes.
SIM Curriculum
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. This demanding curriculum also reflects the confidence that the programme’s founders have in their students’ abilities and potential.

SIM Advanced Management Courses
These courses advance the students’ knowledge in the functional areas of management. Students explore advanced theories and concepts, examine managerial practice and engage in scientific discussion. Prerequisite for these course types is a well-founded knowledge in the given field at the Bachelor’s Level.

SIM Integratives
The SIM 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 major management challenges of our time. The course lecturers are practising researchers in their respective fields who bring both their practical and specialised experiences into the classroom.

SIM International Project
Each student is required to engage in a challenging international internship (worth 6 ECTS credits) that is independently defined, planned, initiated, successfully completed, and reflected upon.

The SIMagination Challenge
An innovative approach to spur advanced learning in initiating and sustaining a positive impact for unmet social needs, the SIMagination Challenge is a course that allows for meaningful experiences and insights regarding the realization of sophisticated international projects. This collaborative course includes various events and workshops which enable students to blend individual and collective learning and development, and sharpen their strategic thinking, team skills, and applied global leadership ethics and effectiveness. Students initiate projects around the globe, first by carefully identifying and analysing social needs and then by developing effective and lasting solutions to address these challenges in the long-term. The course includes topics such as responsible leadership, team diversity, strategy execution, and social impact, which in combination address the key development needs of leaders in the 21st century.

www.simaginationchallenge.com

Independent Electives
Students may choose from a range of different independent electives offered both by the SIM programme and other Master’s degree programmes. Thus, students have the opportunity to acquire additional knowledge in specific fields of interest. Throughout the three semesters, courses with the equivalent of 12 ECTS credits must be completed.
“I chose the SIM programme due to its rich curriculum and international orientation. The programme offers a wide range of fascinating subjects taught by a supportive and high-calibre faculty at one of Europe’s leading business schools. I especially appreciate the existence of a SIM community, which allows for valuable interaction with fellow students and alumni.”

Stephanie Sparber (Italy), SIM6 graduate
Contextual Studies

Contextual Studies focus on more specialised subjects in core discipline areas, including relevant social, political, historical, philosophical and aesthetic contexts. The University of St.Gallen aspires to instil in its students skills in the following key areas:

- Leadership Skills to develop problem-solving skills and solution-oriented approaches to diverse situations that may arise both during their studies and in their professional careers.

- Critical Thinking and Cultural Awareness to think systematically and methodically about intellectual problems and cultural questions.

Courses of this type are intended to promote critical thinking by introducing the thought processes and interpretative strategies that are characteristic to this field.

Master’s Thesis

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

Personal Mastery

A key feature of the exclusivity of the SIM programme is its small class size that allows for individual attention. Students thereby benefit from an environment that allows for interaction with the directorship, the faculty as well as with mentors and other stakeholders. Moreover, various learning experiences are designed to include personal reflection and individualised feedback. This enables the student to develop personal mastery and grow as a person.

SIM-Start

Prior to their first term, students are invited to take the SIM-Start course, a fine selection of preparatory modules and cultural immersion activities that are useful to maximise their performance during their regular studies. This attractive offering is free of charge and mandatory for students who need to round off their foundational business knowledge. The successful completion of these modules will be credited to the supplementary work listed in the student’s admission letter.

Class Profile – Reach for the Top

Due to the programme’s recognition in the academic and business world, the SIM programme uses a rigorous admissions process to ensure exclusivity, e.g. small class size stimulates teamwork and interaction. Thus, the SIM programme proudly welcomes a diverse group of ambitious and highly talented young professionals every year.

Class of 2016

Class Size 47
Average age 23
Female / male circa 40% / 60%
Non-German speakers 55%
Average GMAT score 720
Nations represented 19

- Europe (excl. DE/AT/CH) 32%
- DE/AT/CH 48%
- Asia 16%
- South America 4%
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Class Profile – Reach the Top

1st semester

Personal Mastery

Sim International Project 6 ECTS

2nd semester

Sim Curriculum Overview

Integratives 8-20 of 36 ECTS
- Professional Service Firms 4 ECTS
- Mergers & Acquisitions 4 ECTS

3rd semester

Simagination Challenge 4 ECTS

Advanced Management Courses 4 of 12 ECTS
- Exploring Sustainability as Business Opportunity 4 ECTS
- Organizing for Sustained Corporate Growth 4 ECTS
- Alliance and Network Strategy 4 ECTS
- Corporate Brand Management 4 ECTS
- Entrepreneurship 4 ECTS
- International Market Entry 4 ECTS
- Strategies for Renewal 4 ECTS

Compulsory Courses 20 ECTS
- Financial Management 4 ECTS
- International Management 4 ECTS
- Research In Management 4 ECTS
- Strategic Leadership 4 ECTS
- Strategic Management 4 ECTS
SIM Curriculum Overview

- **Independent Electives**: 0-12 ECTS
- **Leadership Skills**: 3-9 ECTS
- **Critical Thinking and Cultural Awareness**: 9-15 ECTS
- **Personal Mastery**: 4 ECTS
- **SIM International Project**: 6 ECTS
- **Contextual Studies**: 18 ECTS
- **Integratives**: 8-20 ECTS
- **Professional Service Firms**: 4 ECTS
- **Mergers & Acquisitions**: 4 ECTS
- **Exploring Sustainability as Business Opportunity**: 4 ECTS
- **Organizing for Sustained Corporate Growth**: 4 ECTS
- **Alliance and Network Strategy**: 4 ECTS
- **Corporate Brand Management**: 4 ECTS
- **Entrepreneurship**: 4 ECTS
- **International Market Entry**: 4 ECTS
- **Strategies for Renewal**: 4 ECTS

- **Compulsory Courses**: 20 ECTS
- **Financial Management**: 4 ECTS
- **International Management**: 4 ECTS
- **Research In Management**: 4 ECTS
- **Strategic Leadership**: 4 ECTS
- **Strategic Management**: 4 ECTS

- **SIMagination Challenge**: 4 ECTS
SIM Core Faculty

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, has been assembled to teach the SIM student body.
Prof. Dr. Omid Aschari, MBA
Associate Professor of Strategic Management, Institute of Management | Managing Director, SIM-HSG; Chairman of ASG Strategy Group AG

Prof. Dr. Tina Ambos
Professor of Strategy | Director of Research for Business & Management, and Subject Group Lead of the Strategy and Entrepreneurship Group

Prof. Dr. Andreas Binder
Honorary Professor of Debt Law and Company Law | Practicing attorney of law at Binder Legal

Prof. Dr. Heike Bruch
Professor of Management with a focus on Leadership | Director, Institute for Leadership and Human Resource Management

Prof. Dr. Tomas Casas i Klett
Assistant Professor of International Management with a focus on China | Director, FIM Competence Center for Top Teams; experienced entrepreneur

Dr. Christian Hildebrand
Post-doctoral Research Fellow | Project Director, Research Center for Customer Insight

Prof. Dr. Markus Kreutzer
Assistant Professor of Strategic Management, Institute of Management | Executive Director, Center of Responsible Corporate Competitiveness (RoCC)

Barbara Kux, MBA
Lecturer in Business Sustainability | Former Board Member and Chief Sustainability Officer, Siemens AG

Prof. Dr. Dr. Tomi Laamanen
Professor of Strategic Management, Institute of Management | Director, Institute of Management

Prof. Dr. Markus Menz
Assistant Professor of Strategic Management, Institute of Management | Executive Director, MUG-HSG

Prof. Dr. Günter Müller-Stewens
Professor of Management, Institute of Management | Director, Institute of Management; Academic Director, SIM/MUG

Prof. Dr. Sven Reinecke
Associate Professor of Management with a focus on Marketing | Director, Competence Centre for Marketing Planning and Controlling

Prof. Dr. Winfried Ruigrok
Professor of International Management
Director at the Research Institute for International Management | Dean of the Executive School of Management, Technology and Law

Prof. Dr. Torsten Schmid
Assistant Professor of Qualitative Research Methods, Institute of Management

Prof. Dr. Marcus Schögel
Associate Professor of Management with a focus on Marketing | Director, Competence Centre for Distribution and Cooperation

Prof. Dr. John W. Schouten
Professor of Marketing and Consumer Behavior, Research Center for Customer Insight

Prof. Dr. Chris Steyaert
Professor of Organizational Psychology | Director, Research Institute for Organizational Psychology

Dr. Thorsten Truijens
Lecturer in Financial Management | Managing Partner, Controlling Partner, St. Gallen AG

Dr. Florian Überbacher
Post-doctoral Research Fellow, Institute of Management

Prof. Dr. Alexander Zimmermann
Assistant Professor of Organization and Strategic Management, Institute of Management | Project Manager, Centre for Organizational Excellence
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 educational and intercultural goals.

International Double Degree Programmes

CEMS MIM
CEMS is an alliance of 29 world-class academic institutions collaborating with more than 70 of the world’s leading multinational companies to offer the CEMS MIM programme that builds a bridge between university education and practical management.

DM2 Double Degree Programmes
A double degree gives students 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 | Università Bocconi, Milan, Italy

FGV-EAESP Double Degree Programme
Within approximately 2.5 years, students 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
Instead of a double degree, SIM students may choose to spend an exchange term at one of the 170 partner universities worldwide, such as: AGSM MBA Programmes, UNSW, Sydney | Columbia University | Cornell University | Duke University | Hitotsubashi University | Kellogg School of Management | NYU Stern | Queen’s University | Seoul National University | Tel Aviv University | Tsinghua University | UCLA | Universidad de los Andes
"The origination of this idea, was when president Kennedy visited 50 years ago and recognized 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 United States of America

INCAE Business School - MBA

For SIM students who wish to deep-dive into a key world region, the exclusive SIM@INCAE double degree programme provides a unique opportunity to enrich their studies with a Latin American perspective. Admitted students receive a Master of Business Administration (MBA) in combination with the SIM-HSG Master's degree in two years. Studying at the top-ranked MBA programme will prepare students for the challenging business world at the interface of developed and emerging countries. This double degree is the ideal path for those who wish to start their management career, distinguishing themselves with the unique Latin American perspective and focus on sustainability. INCAE Business School is the number 1 Business School in Latin America (América Economía 2013) and ranked 5th worldwide in corporate strategy and 8th in International Participants by the Financial Times in 2013.

NANYANG TECHNOLOGICAL UNIVERSITY

NBS Singapore - MBA

This prestigious double degree provides SIM students with the unique opportunity to gain both Asian and European perspectives on business. Students simultaneously earn an MBA at Nanyang Business School (NBS) in Singapore and the high-profile SIM Master’s degree at the University of St. Gallen. While in Singapore, participants also have the opportunity to specialise in Strategy and Innovation or Banking and Finance. The Nanyang Business School is one of the top business schools in Asia and its MBA was ranked 38th globally by the Financial Times (2014). Furthermore, NBS is the only business school in Singapore, to achieve full EQUIS accreditation.
International Exchange Experiences

The SIM programme encourages and enables its students to supplement their academic curriculum with international experience. Exchange programmes give students the opportunity to experience foreign cultures and perspectives first hand. A broad range of exchange opportunities exist through the approximately 160 partnerships the HSG has cultivated with other leading business universities around the world.

“"I can warmly recommend taking the unique chance of attending a university abroad. I have not only experienced the spirit of an Ivy League school but I have also met many inspiring people and tried out new things, for example, I was a member of the ice hockey team, taking part in a sport I have never played before.”

Corinna Stöhr
Exchange at Tuck School of Business at Dartmouth, USA

“Thanks to the all-Spanish courses, my Spanish has improved markedly and I left with a better understanding of the particular socioeconomic and political context of the country. Living in this environment was an eye-opening experience. My stay in Caracas was equally defined by the geographic diversity of the country with its Caribbean beaches, Andean mountains, wetlands, and Amazon, as well as by the unique culture and incredibly welcoming population. All in all, my exchange semester during the SIM was a life-altering and exceptional experience – a great complement to the international background of the programme.”

Diane Hunkeler
Exchange at Instituto de Estudios Superiores de Administración (IESA), Venezuela

“My exchange at the Kellogg School of Management, Northwestern University, is undoubtedly one of the highlights of my SIM studies. Along with an unforgettable academic experience, my first exposure to US culture has been eye-opening for me.

Mingjie Zhang
Exchange at Kellogg School of Management, Northwestern University, USA

“At my host university, Fundação Getulio Vargas (FGV), I was taught aspects about business that play an especially significant role for emerging countries, for example the impact of exchange rates on business decisions, marketing for the lower-income population, international legal frameworks, etc. Before my year abroad, I was unaware of the importance of these considerations, hence my double degree helped me to widen my horizons.”

Benjamin Harder
Exchange at Fundação Getulio Vargas EAESP, Brazil
“In my SIM Master’s studies, I had the chance to acquire a double degree with the Nanyang Business School. During my seven-month stay in Singapore, I benefited greatly from the collaboration with international students as well as the interaction with locals. I used the opportunity to work for an Asian company, where I supported Western companies in entering the Asian market. Overall, I not only obtained valuable theoretical knowledge, but I also improved my social skills, gained cultural insights, and extended my practical working experience.”

Marc-Oliver Hauser
DDP at Nanyang Business School, Singapore

“You not only get the chance to study in one of the world’s leading MBA programmes (FT Global Top 10) and receive explanations of Asia’s business world from distinguished executives and faculty; the exchange also led to numerous unique cultural and social experiences that have contributed immensely to my personal development.”

Jonathan Gabler
Exchange at Hong Kong University of Science & Technology, China

“At SSE you are able to study as part of a close-knit community at an excellent private university within the beautiful and very fashionable capital of Scandinavia!”

Francis Higiro
Exchange at Stockholm School of Economics, Sweden

“Doing a double degree at ESADE greatly complemented my SIM studies: The possibility to do a Master in Finance at ESADE allowed me to continue focusing on the quantitative aspects of management while experiencing Barcelona for an entire year. It was a very exciting and enriching experience in itself.”

Christian Röhm
DM2 at ESADE, Spain

“The intercultural experience, which started in my class in St. Gallen was intensified by the exposure to a totally new culture. I learnt that although the mechanisms of business are the same in every market, doing business in India is different than doing business in Switzerland.”

Bettina Ackermann
Exchange at the Indian Institute of Management, India

“I spent my last SIM semester in Sydney, Australia as part of the CEMS programme. Besides a top-notch university with a huge variety of sports clubs and societies, Sydney offers endless opportunities for taking a break from studying and is one of the most beautiful places I have ever lived. This and the friends I met there made this a truly amazing last semester.”

Jan Stamer
CEMS exchange at the University of Sydney, Australia

“During my time in Copenhagen, I enjoyed the friendliness, openness, and humour of new friends from around the world.”

Sandra von Bidder
Exchange at Copenhagen Business School, Denmark

“In my SIM Master’s studies, I had the chance to acquire a double degree with the Nanyang Business School. During my seven-month stay in Singapore, I benefited greatly from the collaboration with international students as well as the interaction with locals. I used the opportunity to work for an Asian company, where I supported Western companies in entering the Asian market. Overall, I not only obtained valuable theoretical knowledge, but I also improved my social skills, gained cultural insights, and extended my practical working experience.”

Marc-Oliver Hauser
DDP at Nanyang Business School, Singapore
Global SIM-HSG Community

Students feel a strong sense of belonging to the community that embodies the SIM programme. The global SIM Community embraces all students, graduates and faculty of the SIM programme. An active community life fosters the SIM identity and facilitates influential networking opportunities and friendships. This community life is shaped outside the classroom as well as through a series of community-building events, social and print media channels, and international networking.

SIM Buddy System

Newly admitted students may choose to have a current SIM student as a peer mentor. SIM buddies assist incoming students in tackling many of the challenges that they may face when preparing to move to a new country or study at a new university (e.g. housing, course selection).

SIMopoly

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

Regulars’ Tables

The SIM programme regularly organises events with specific cross-cultural themes that serve as social networking opportunities between SIM students and members of the SIM faculty. These Regulars’ Tables create the space for SIM students to build relationships within the group as well as define their identity as a class.

SIM Community Event

Once a year, members of the SIM community – comprised of SIM students, graduates and faculty – come together for an exclusive and interactive event. Here the whole SIM community has a chance to catch up, make new connections and strengthen their bonds with other SIM colleagues.

SIM Connect

At various times, the programme and its corporate partners organise company visits and excursions, where students gain an inspiring insight into the workings of a company. Students often have the chance to interact with senior managers and other seasoned practitioners.

SIM pact Magazine

SIM pact is the SIM Community’s official magazine. Many of the articles are written by SIM students who are eager to share their personal experiences with the SIM Community. Contributions include news about community members, reports on community and other events, and stories.
“The SIM programme offers much more than a degree. Behind these three letters lies a vast and breathtaking community, as well as new friendships and experiences. The programme offers a unique insight into diversity and interpersonal skills. Being part of the SIM programme is like becoming part of a large multicultural family.”
Azin Malek (Canada), SIM8 student
Social Media
SIM students and graduates are very active in social media. Similarly, the SIM programme has created online platforms for the SIM community to meet, interact and receive or post news – whether personal, academic or professional in nature. These networking platforms have been set up for the flow of information, for networking and for friendship building.

Student Initiatives
Some 130 student associations and initiatives contribute to a rich and diverse university life. Various associations are organised in fields such as leisure, academics, international/regional networks, management and business, music and culture, politics and society, religion, and sports. Students work towards the realisation of their ideas and contribute to the development of the University by means of these initiatives. 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:
http://myunisg.ch/studentenschaft/vereine

HSG Sports
The University’s Sports Office organises a multitude of sport and exercise activities each semester in order to promote a healthy and balanced lifestyle among SIM students. Examples of the 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.sport.unisg.ch
“Before I participated in the SIM double degree programme at the HSG in St. Gallen and at the Nanyang Business School in Singapore, I graduated as an engineer from the ETH in Zurich and worked in the consulting industry for two years. The SIM double degree programme was an excellent choice to pursue my Master’s studies in a challenging and international environment. The insights I gained during my time in Asia are a great asset in today’s business world.”

Daniel Dahinden (CH), Head Business Development Executive Vice President at Sulzer Metco
Career Networking Opportunities

SIM students have a strong vision of where they wish to be in the future; they set ambitious goals and actively pursue them with determination. The SIM programme supports its students in developing their skills and ideas on a personal level to prepare them for the pursuit of successful careers.

Career Perspectives

As there is a strong demand for SIM graduates in the labour markets, each SIM student receives an average of three job offers prior to graduation, and enters the business world with an attractive compensation package.

Career Services Centre (CSC-HSG)

Early preparation and career planning are important parts of studying in a Master’s degree programme. The clearer students are about their skills, values, interests and goals, the more focused they are when developing career ambitions, researching job opportunities and establishing corporate contacts.

With the CSC-HSG’s Career Management Programme, the Career Services Center supports students throughout the various stages of career planning – surveying their career perspectives, setting goals and applying for jobs, and pursuing future career opportunities. The Career Services Center also provides students with information about work permit regulations in Switzerland and offers a wide range of workshops to develop personal skills such as intercultural communication, preparing for an assessment, etc.

Find the current programme on www.hsgcareer.ch and www.csc.unisg.ch

HSG TALENTS

HSG TALENTS is the official recruitment event of the University of St.Gallen. 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. The event offers companies and HSG graduates a unique opportunity to interact. Corporate presentations, workshops, interviews and a career fair provide companies with a venue for presenting themselves and establishing contact with potential employees. For many students, this constitutes an important step towards their future professional life.

www.hsgtalents.ch

HSG Alumni

The University of St.Gallen aims to promote lifelong learning, from degree-course studies to executive training programmes. HSG Alumni is the official alumni association at the University of St.Gallen with over 21,000 members and more than 140 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. In doing so, HSG Alumni adopts three strategies: Friendraising, by which the alumni foster and expand
the network of former students of the University of St.Gallen. Fundraising, by which the alumni give back some of what the University has given to them through financial support; and Brainraising, by which the alumni share their practical knowledge and experiences with the University.

www.hsgalumni.ch

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

Sample of Employers

ABB

Bilfinger

McKinsey&Company

strategy&

Formerly Booz & Company

accenture

CREDIT SUISSE

OLIVER WYMAN

SULZER

Arthur D Little

Deloitte.

P&G

Sunrise

Swiss Re

Deutsche Bank

 Roland Berger

Strategy Consultants

Holcim

Sonova

Bain & Company

Baloise Group

Lodestone

Stern Stewart & Co.

University of St.Gallen
Exclusive Employability Workshops

Education and career coexist through the SIM programme’s particular emphasis on exclusive networking opportunities. A number of workshops are organised exclusively for SIM students with the goal of increasing SIM students’ employability at graduation. The workshops are tailored to enhance students’ skillsets and knowledge, while enabling the students to differentiate themselves 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 SIM students 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 specialist skills such as powerful communication in a business environment and analytical skills (e.g. applying advanced Excel skills).

Focus on Opportunities

Workshops are designed to address the importance of networking, focusing on industries currently recruiting, and relaying what company recruiters are really looking for throughout the recruitment process. They provide students with the chance to 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 may be made on an individual level in preparation for targeted and systematic career planning.

SIMtensive German Programme

With a high number of international students looking to increase their employability in German-speaking countries, an intensive language course series is provided exclusively for SIM students who are not native speakers of the German language. External professionals are selected to challenge students through a tailored course that builds on the knowledge students have attained from other German language courses. This process supports SIM students in their preparation for conversations in the context of interviews and networking.

SIM Community Contributions

Our active SIM graduates support SIM students in various ways through sharing information and news on social media platforms, networking at SIM events and workshops, as well as collaborating to offer private and focused industry-specific sessions.
“After completing my Bachelor’s degree in General Management at the Irkutsk State University (Russia), I chose to proceed with my studies at the most famous Swiss university for business and management. After two years at the HSG, I have developed a large network of friends and colleagues from all over the world. Moreover, the SIM programme, as well as different seminars and workshops at the HSG, have helped me to realise my cultural and professional potential. I feel I am now well equipped with thorough knowledge, filled with enthusiasm, and fully prepared for my future international career.”

Eleonora Muratova (Russia), Junior Portfolio Manager at Pictet
Life in St. Gallen

St. Gallen is a historically unique town complete with a variety of shops, theatres, street cafés, bars and art galleries, and with approximately 75,000 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. Its standing as a neutral country allows it to play an important humanitarian role in world affairs and to act as a mediator between conflicting parties. Switzerland is home to various international organisations, such as the International Committee of the Red Cross, the United Nations and the World Trade Organization. Switzerland’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. While the best-known export items include watches, chocolate and cheese; mechanical and electrical engineering, as well as the life sciences, account for over half of Switzerland’s export revenues. Other significant business areas include consultancy and tourism. Switzerland benefits from political stability and a flourishing economy, which allow for a high standard of living at affordable prices.

Living in St. Gallen

Further cultural highlights are provided by performances in the city theatre, the concert hall, the local cultural festivals, as well as by exhibitions in numerous museums and private galleries. An event that is particularly popular with many students is the Open Air St. Gallen music festival, during which the Sitter Valley is transformed into Switzerland’s largest tent city for four days. Additionally, the city’s optimal location between the Alps and Lake Constance provides opportunities for various leisure and sports activities, such as skiing, rock climbing and sailing. The Peter and Paul Wildlife Park is situated close to the University and is popular with students as 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.

Highlights

- The Abbey District in St. Gallen is registered as a UNESCO World Heritage Site
- Switzerland’s four national languages: German, French, Italian and Romansh
- Large international population: 21% of the people living in Switzerland are foreign nationals
- One of the highest annual per capita GDPs worldwide: USD 54,466 at current prices
- Strikingly low unemployment rate of 2.7% in July 2011
- Zurich (about 1 hour from St. Gallen by train) holds the 2nd position in Mercer’s 2014 Quality of Living Ranking
- Ranks first overall in the Travel and Tourism Competitiveness Report 2013
- An increasingly large number of companies are moving their European headquarters to Switzerland to take advantage of the favourable business and living environment
Financing Your Studies

Higher education is subsidised by the Swiss government, resulting in low tuition fees, especially when compared to other educational institutions of interest. Therefore, the financial burden to SIM students is significantly low.

Investing in Your Education

In terms of tuition fees, this places SIM in the lowest of eight tiers (where the highest tier represents the most expensive programmes) among the world’s top-ranked institutions. A degree is an investment in personal development and in the future, enabling a SIM graduate to recover the tuition fees of the Master’s degree programme after the first few months of employment.

Tuition Fees

Switzerland’s most important resource is its highly skilled workforce. The country invests in excellent undergraduate and graduate education at its universities by way of government subsidies. Thus, the University of St.Gallen is currently able to charge its international students the favourable tuition of CHF 3,326 per semester (not including textbooks, other teaching material).

Living Costs in St. Gallen

The University of St.Gallen recommends that students budget a total of CHF 1,980 per month for basic needs, including expenses and study material. Estimated monthly expenses:
- Housing: CHF 990
- Living expenses: CHF 1,100
- Health (insurance, medication, etc.): CHF 180

Accommodation

The University of St.Gallen does not offer on-campus housing. However, students can easily find a place to live on their own over the Internet. International students receive support during the process and, upon request, can be assigned a SIM buddy who can help them. The city of St. Gallen offers 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 and amenities. In a typical shared apartment, the price for a single bedroom starts at approximately CHF 400 per month. Rental prices for small private studios range from CHF 600 upwards per month.

Insurance

Students are required to obtain Swiss health insurance (unless they are granted an exemption by the Swiss authorities). The costs are approximately CHF 180 per month.

Traveling

In Switzerland, travelling by public transport is very convenient and encouraged. Students 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 175 and is valid for one year.
Financial Aid

When studying in Switzerland, students often 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, mostly depending on academic achievement, among other criteria. Specifically, two funds are made available by the HSG.

www.studyfunding.unisg.ch

Loan and Scholarship Fund

A loan and scholarship fund was set up by the HSG to support students in need who would otherwise have difficulty or even be unable to continue their studies without financial assistance. The fund offers scholarships and interest-free loans to students enrolled at the Master’s Level, with consideration given to individual circumstances, motivation and performance. Inquiries and applications go through the Advice Center for Study Funding.

Starr International Foundation Scholarship Fund

This prestigious scholarship is offered to highly talented foreign-language students with a recognised foreign Bachelor’s degree. Students are eligible to apply if they are completing a Master’s degree in one of the English-language programmes, to which the Starr International Foundation Scholarship Fund generally awards six annual scholarships. Exceptional students are identified by the Advice Center for Study Funding on the basis of various criteria. Please see the “Financing Your Studies” section on the University website for further details.

Work-Study Opportunities

The University and its institutes are regularly looking for students to do project work. The SIM Office regularly offers student assistant positions. Vacancies can be found on the website of the HSG, the HSG institutes and the Career Services Center (CSC-HSG).

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.
Preparation for Settling in St. Gallen

Most individuals who come to Switzerland for their studies must obtain a visa prior to entering the country. Students from the EU/EFTA area, Japan and Singapore do not need a visa and must only apply for a residence permit. On average, visa applications take about eight weeks to process. Planning ahead is, therefore, essential. Students can apply for a visa as soon as they have received their letter of acceptance from the University and have secured financing for their studies.

Applying for a residence permit is a requirement for all international students. Information on such procedures is offered by the Admissions Office via the Enrolment Services.

Distances to other European Destinations from St. Gallen

to Zurich, by train: 1 hour

to Munich, by train: 3 hours

to Paris, by train: 6 hours
The Profile of a SIM Student

Students applying for the SIM programme are strategic thinkers with high ambitions. They are intelligent, creative and on track to become the next generation of responsible and respected business leaders. The selection criteria allow for the admission of a group of highly capable and motivated students.

Visiting SIM at the HSG

The University organises two Master’s Information Days per semester for prospective Master’s degree students. The dates for these events are published online: www.infotag.unisg.ch

Prior to visiting the University of St.Gallen, a campus tour and a meeting with a representative of the SIM Office can be scheduled. Please contact the SIM Office in order to arrange a meeting, attaching a current CV and mentioning whether a campus tour is to be scheduled.

Application Requirements

To start the programme in September, an application must be submitted within the application window and according to the requirements published on the website. www.admissions.unisg.ch

Below is a brief overview of the minimum requirements for applying to the SIM programme:

- Degree: Bachelor’s degree in Management, Business Administration, or equivalent; alternatively, a Master’s degree in any academic field.
- GMAT: official score sheet (no older than 5 years) with a minimum of 650 points, and including the Analytical Writing Assessment.
- English: proof of proficiency in the English language is required when holding a Bachelor’s/Master’s degree from a programme not fully taught in English.
- CV: using the HSG template, a complete CV is to be submitted, including proof of the listed internships, jobs and extracurricular activities.
- Motivation: a typed and signed letter of motivation, following the criteria relevant for the corresponding application window.
- Interview: telephone interviews may be requested before the Admissions Committee makes a final decision.
Management Excellence
A rigorous top-ranked programmes, with personal development and coaching, entirely taught in English.

A Unique International Experience
Select students from 30+ countries with a superior track record making up an exclusive class size of approx. 45-55 participants

Global Mobility
A broad array of attractive international exchange and double degree programmes (e.g. INCAE-MBA, NBS-MBA, CEMS MIM, HEC Paris).

Career Perspectives
Average of 3 job offers prior to graduation. Strong world-wide alumni network. Top starting salary.

Swiss Quality
Top-tier faculty that balances academic rigor and managerial relevance. Students receive real-world experience and the latest research in a range of management topics.

Community Atmosphere
Vibrant collaboration within a diverse peer group, founded on a strong commitment to integrity, social responsibility, mutual respect and shared values.

Financial Times Ranking
The SIM programme came first in the Financial Times Global “Masters in Management” ranking in 2011 - 2014. The programme achieved especially high ratings in the following categories in 2014:

Nº1 in “Aims Achieved”
Nº1 in “Value for money”
Nº4 in “Placement success”
Nº6 in “Weighted salary”

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