



## INTERNATIONAL STUDY PROGRAMME (ISP) Course Descriptions and Credits: Autumn 2014 / Spring 2015

### PROGRAMME HIGHLIGHTS

- 10-week intensive programme focusing on business
- All courses in English
- Five to seven company visits
- Outstanding international professors
- One week break for individual travel
- All required course material free of charge
- Ideal class size ranging from 20 to 30 students
- Accommodation related to company visits free of charge
- Access to the St.Gallen's Career Services Center included
- Min./max. course load of 16/27 ECTS credits and 152/270 contact hours

### CORE COURSES

**European Corporate Governance** This seminar will introduce students to various aspects of corporate governance, with a general focus on the particularities of the European approach towards the issue. The course moves from general questions about the nature and objective of corporations to a discussion of the most important actors in corporate governance and their relationships: company management, boards of directors, shareholders and other external stakeholders. While this discussion will focus on the public US firm as a starting point, we will also discuss corporate governance in other settings: in European countries, in entrepreneurial firms and in family businesses. The general approach to the course is discursive. Corporate governance is a rather amorphous issue, and dealing with the challenges it poses is not straightforward. Class discussions and interactive exercises are designed to generate an experience as close to first-hand as possible. A further objective of the course - given the variety of backgrounds of students - is to enable students to become "reflective practitioners" with respect to corporate governance and leadership. [2 ECTS]

**European Culture and International Management** International management practices are deeply rooted in Europe's cultural history. The course will introduce students to today's crucial challenges of management and economics from the point of view of cultural history, to foster the deeper understanding and creative use of such practices. The course will cover the following subjects: Trade and the City – the example of St.Gallen, Globalization, Leadership, Decision Making, the History of Money and "European Identity". [2 ECTS]

**Strategic Management** The purpose of this course is to familiarize students with the activities, challenges, and tools of strategic leaders in an increasingly complex and uncertain environment. Content will focus on the theory, concepts, and frameworks associated with corporate and competitive strategy, strategy development, and strategy execution. The main class activity will be case analysis and discussion. The format will include both formal presentations by participants and interactive class discussion. Concepts and frameworks from the assigned readings will be used as the foundation to examine issues in the cases. Possibly, one of the cases will comprise exploring and analyzing a continental European firm's current strategic activities and challenges. [3 ECTS]

**Leadership in European Companies** Today's world is characterized by high volatility, uncertainty, and constant change. Organizations which strive to be successful are dependent on a new type of leader and a distinct leadership behaviour which takes place at different, yet interrelated levels. First, on the individual level, effective leaders have to deal with their direct reports and make sure that these meet both their immediate goals and understand the long-term vision. On the team level, leaders have to manage groups of employees and take care of both their internal team processes and their external team productivity. Finally, on the company level, leaders have to provide direction to whole organizations. The course is structured around these different levels of analysis and strives to provide students with various concepts and techniques which help them to analyse, structure, and solve these leadership challenges and thereby develop their own leadership skills. [3 ECTS]

**Team Building: Leadership and Team Competencies** This intensive training takes place in the first week of the academic term for ISP students. It offers an opportunity for students to get to know one another better while learning some valuable team and leadership skills. It takes place on campus and in the forest not far from the University of St.Gallen.

## ELECTIVE COURSES

**Europe's Business Environment: Rules, Reform, and Restructuring** Developing a deeper understanding of the environment that firms operating in Europe face, the range of choices available to savvy companies, and the critical perspective to evaluate the relative merits of those choices are the objectives of this class. This involves understanding the circumstances faced by Europe's firms, some of which are legacies of history and some which are changing faster than many think, and the effects of numerous government and EU initiatives to bolster European corporate performance. The perspective taken is always that of firm and their market and non-market strategies and not of any particular European political or governmental organisations. As such this course blends insights from corporate strategy, international business, business economics, and European political economy. We will work methodically through the material discussing frameworks, case studies, and applications to real world problems. [3 ECTS]

**Global Managerial Communication** The course on global managerial communication introduces students to one of the most frequent tasks in management - leading effective dialogues. It provides an overview on the rich theory on managerial communication, particularly in knowledge-intensive, complex, and intercultural situations, and sensitizes students to the challenges of management communication, ranging from leading interdisciplinary teams, giving feedback, asking the right questions to spark innovation, to leading meetings in different cultures or interacting with potential clients or conducting negotiations. The main goals of the course are thus to build a solid, theoretical understanding of the key mechanisms that shape effective managerial communication in a global context and understand its potential pitfalls, as well as to learn about effective practices of leading communication on an interpersonal and group level. [3 ECTS]

**International Entrepreneurship** The ability to understand the link between entrepreneurship and value creation has become crucial to succeeding in today's business world. The course is designed to provide students with insights from the latest strategy, innovation and entrepreneurship thinking to better *understand* how individual entrepreneurs and entrepreneurial companies create value with a special emphasis on the European perspective. Upon completion of the course, the participants should be prepared to *act* on this understanding, start their own ventures or support organizations in developing and implementing value-driven innovation strategies. [3 ECTS]

**Investment Banking** The lecture will provide you with first insights into Investment Banking activities and has a strong emphasis on corporate finance related topics. In detail, the lecture focuses on initial public offerings, M&A transactions, restructuring situations and Private Equity investments. By doing so, it combines technical expertise with industry insights based on various case studies and real-world examples. It is expected that students will work on different case studies and discuss their findings in class. [3 ECTS]

## OPTIONAL COURSES

**German Language** A regular German language course will be offered concurrently with the business courses. The German course is designed to provide students who have little or no experience with the language, with an introduction to German. All four language skills, speaking, listening, reading, and writing, will be developed, but, given the unique opportunity provided by the setting, speaking and listening will receive the strongest emphasis. [3 ECTS]

**European Company Exploration** The course blends theory and practice and deepens the students' knowledge about the companies visited during the ISP (International Study Programme). It delivers additional perspectives of how to analyze companies, understand complex situations and find creative solutions for challenging issues. The students will develop skills for visualizing complex situations, taking multiple stakeholders into account and reflecting on the trade-offs between short-term performance, long-term sustainability, and social responsibility. The course focuses on in-class critical discussions, group work, presentations and interactive exercises. [2 ECTS]

## COURSE PROGRAMME OVERVIEW

ISP Autumn 2014/Spring 2015	Course type	Contact hours	ECTS credits	Course materials
European Corporate Governance	core	18	2	Reader
European Culture and International Management	core	14	2	Reader
Strategic Management	core	28	3	Reader
Leadership in European Companies	core	28	3	Reader
Team Building: Leadership and Team Competencies	core	8	-	In class
Europe's Business Environment: Rules, Reform, and Restructuring	elective	28	3	Reader
Global Managerial Communication	elective	28	3	Reader
International Entrepreneurship	elective	28	3	Reader
Investment Banking	elective	28	3	In class
German Language	optional	48	3	Reader
European Company Exploration	optional	14	2	In class
<b>TOTAL (minimum/maximum)</b>		<b>157/270</b>	<b>16/27</b>	

## ENROLEMENT AND FURTHER INFORMATION

### *How do I apply for the ISP?*

#### **Application**

Students must be nominated by the partner institution's Study Abroad Office.

We must receive the exchange coordinator's online nomination by:

ISP Autumn: 15 April

ISP Spring: 15 September

We must receive the student's online enrolment confirmation by:

ISP Autumn: 15 May

ISP Spring: 30 September

#### **Term dates**

Year	ISP Autumn 2014	ISP Spring 2015
2014/2015	8 September – 20 November 2014	5 January – 12 March 2015

### *How do I select my elective courses?*

**STEP 1:** Select a **minimum of 2 of the 4 ELECTIVE** courses:

- Europe's Business Environment: Rules, Reform and Restructuring
- Global Managerial Communication
- International Entrepreneurship
- Investment Banking

**STEP 2:** Select **OPTIONAL** courses if desired:

- European Company Exploration (2 ECTS Credits)
- German for Beginners (3 ECTS Credits)

### *How do I register for courses?*

You can register by emailing your course selection to [isp-info@unisg.ch](mailto:isp-info@unisg.ch) before the deadline stated in your acceptance letter.

#### **Language requirements**

All ISP courses are in English. Non-native English speakers must have minimum TOEFL score of 89(itb) or 570(pbt). This requirement is waived for students enrolled in an English-taught MBA programme at the home university.

#### **Housing**

ISP students can arrange accommodation on their own or by contacting the Housing Office ([wohnungsdienst@unisg.ch](mailto:wohnungsdienst@unisg.ch)).

Housing costs:

- Non-refundable processing fee: CHF 250.- (required)
- Housing price per room: from CHF 550.- to 750.- or higher per month, depending on individual requirements
- Security deposit: CHF 350.- (refunded upon departure)
- Liability insurance: approx. CHF 30.-

**Public transportation**

- Bus: monthly pass city of St.Gallen: CHF 63.–
- Train: Half-fare travel card: CHF 175.– . Half price on all Swiss Federal Railway fares (and many further travel expenses as postbus lines, shipping lines and most mountain railways). Valid one year.

**ISP CONTACTS****Nomination/enrolment:**

University of St.Gallen  
Student Mobility  
Tellstrasse 2, CH-9000 St.Gallen  
Switzerland  
Phone: +41 (0)71 224 23 39  
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