



University of St.Gallen

Summer Study Programme 2010

Doing Business in Europe: Finance & Strategy

June 4-26, 2010

*Spend an exciting time in
the most beautiful part of
Switzerland.*

www.ssp.unisg.ch





Welcome to the St.Gallen Summer Study Programme 2010!

The Summer Study Programme (SSP) at the University of St.Gallen is a high calibre, 3.5-week integrated programme primarily for junior and senior undergraduate students from leading universities all over the world.

The SSP offers a new and innovative case-based learning atmosphere in well-established courses at the University of St.Gallen, Switzerland. The programme also includes company visits and cultural field trips to other European countries, providing students with insight and experience in the fields of finance and strategy.

Programme description

The programme's main building block is a modern and interactive case method that equips students with the skills and self-confidence to do business successfully in Europe and offers a holistic perspective of how European business leaders make decisions.

Following an integrated approach, the cases are led by renowned academics and practitioners who bring the complex and dynamic realities of today's business world into the classroom. Analysis will focus primarily on financial and strategic decision making from a European context. As preparation for the actual business world, students will engage in discussions that require consideration of a variety of possible outcomes.

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Programme abstract

Lectures and case studies: Students analyse two different European companies (a listed large cap and a family-owned medium cap) along the different phases of the business life-cycle. Course leaders establish the theoretical framework and introduce case studies. Open classroom discussions follow and student presentations of their case solutions conclude the analysis.

Company visits: Students will gain exposure to a broad range of European companies (e.g. multinational pharmaceutical corporation, major Swiss financial institution, etc.) facing issues similar to those in the case studies.

Cultural field trips: Trips to major cities in Switzerland and Germany as well as the Swiss Alps will enrich the overall experience.



Summer Study Programme 2010

- **June 4-26, 2010**
- **Course load: 8 ECTS credits**
- **Application fee: CHF 100,00** (non-refundable)
- **Programme fee: CHF 4'950,00** (partner schools: CHF 3'450,00)
- **Services:** The programme fee includes expenses for lectures, case studies, company visits, field trips, cultural events, mentoring and accommodation.
- **Nomination deadline for partner schools:** March 15, 2010
 - Up to two slots per partner university on a first-come, first-served basis.
 - Two nominated students will count as one regular semester place.
 - Non-nominated students pay the full programme fee.
- **Application deadline for students from partner and non-partner schools:** March 31, 2010
- **Application documents:**
 - registration form
 - curriculum vitae
 - non-native English speakers: Confirmation of English language proficiency
 - recent academic transcript
 - motivation letter (only for students from non-partner schools)
 - copy of valid passport, page showing the picture
- **For more information and details on the application procedure see:**
www.ssp.unisg.ch

University of St. Gallen

Graduate School of Business,
Economics, Law and Social Sciences

Founded in 1898

Academic degrees
BA, MA, PhD, MBA, EMBA

Research and teaching fields

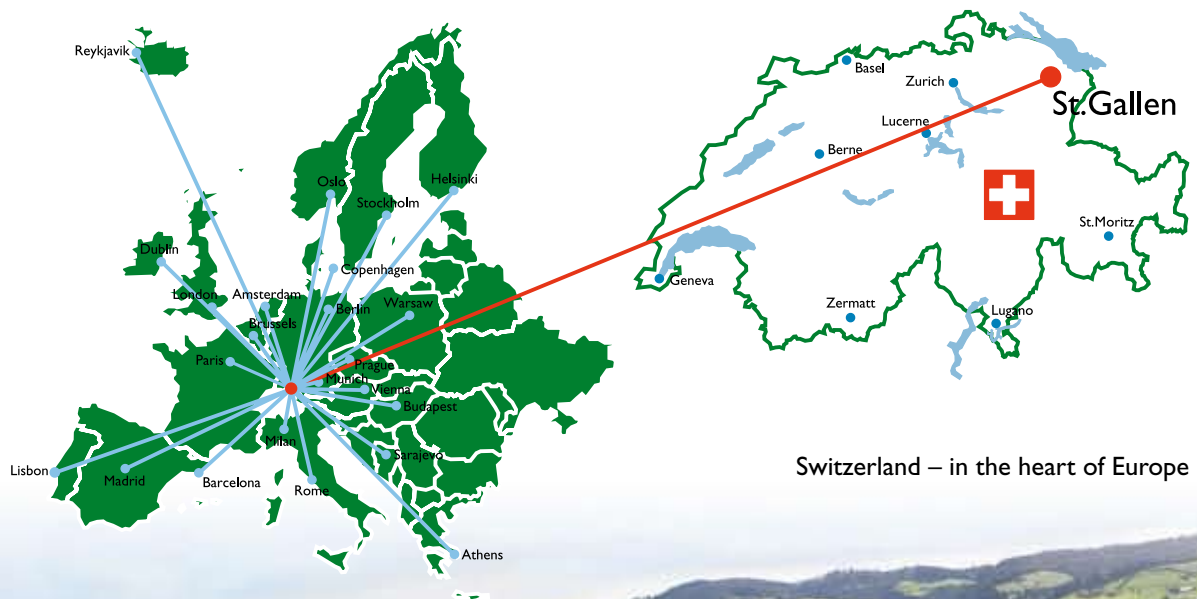
- Business Administration
- Finance
- Economics
- Law
- International Affairs

Students

- 6'500 students from 80 nations

Faculty

- 80 full professors
- 60 assistant and senior lecturers
- more than 300 lecturers



Switzerland – in the heart of Europe





«The University of St.Gallen (HSG) provides a setting which marries the promise of the future with the foundations of traditions – and an absolutely essential link between academic work and the practical world.»

Kofi Annan
Former UN Secretary General
Freedom Prize of the Max Schmidheiny Foundation
University of St.Gallen, 18. November 2006

www.ssp.unisg.ch

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