

St.Gallen Institute
of Management in Asia



University of St.Gallen



SMU

SINGAPORE MANAGEMENT
UNIVERSITY



HSG Asia Term in Singapore

The University of St.Gallen's Flagship
Exchange Program

*"From insight
to impact"* 

Asia – The Next Economic Powerhouse

From a business perspective, understanding Asia will be an asset to our students' future professional careers. Whether they are working directly in Asia or indirectly from Europe with key customers and suppliers located in Asia, our students will most likely directly interact with Asia in their future careers. Thus, a profound knowledge about Asian cultures and Asia's driving business dynamics is a key asset for our students.

Getting to know Asia

When Asia comes to mind, many people often overlook the magnitude of the continent and the diversity of cultures. With the Asia Term, we bring Bachelor students from the University of St.Gallen to Singapore to experience and explore Asia.

Calibrating views on Asia

In this dynamic and multi-layered region, it is important to systematically learn about the rapid changes, the growth opportunities and the increasing challenges presented by the rise of Asia. As part of the Asia Term, the students will learn about the Asian business environment and conduct a real-world business consulting project for one of our corporate partners.

Asia a booming economy – and St.Gallen in the midst of it!

The Asia Term is jointly organized by the Singapore Management University and the St.Gallen Institute of Management in Asia (SGI), the local institute of the University of St.Gallen in Asia. It is located at the heart of Singapore and is St.Gallen's knowledge hub in Asia.

Prof. Dr. Stefan Morkötter
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Asia Term – a unique experience of student exchange

- Joint program with Singapore Management University (SMU)
- Courses offered by SMU and St.Gallen faculty
- In-depth understanding of doing business in an Asian context
- Emphasis on teamwork and intercultural experiences
- Strong interactions with companies in Singapore
- 3rd year Bachelor students from the University of St.Gallen
- Majors in business, economics, and law
- Motivated students who want to get to know Singapore and Asia
- Asia Term takes place each year from August to December



The St. Gallen Institute of Management in Asia – the University of St.Gallen’s Institute in Singapore – organizes the Asia Term. It conducts research, offers teaching, holds executive education programs, provides services, and maintains close relationships with the business community in Singapore.

The Asia Term Concept

The Asia Term is the flagship exchange program of the University of St.Gallen at the Bachelor's level. It provides students the opportunity to develop an in-depth understanding of doing business in an Asian context through interactions with companies in Singapore and Malaysia.

During four months – from August to December – the students study and live in Singapore and participate in a carefully designed program. The exchange program is jointly developed with our long-standing partner, the Singapore Management University (SMU), and is fully integrated into SMU's curriculum. Since its launch in 2003, more than 300 students from St.Gallen have participated in the Asia Term. The Asia Term is constantly growing; in 2015, 50 students from St.Gallen will participate in the exchange program.

4 months of
exchange in
Singapore



The design of the Asia Term provides ample opportunities for intercultural experiences and insights into Singaporean culture. All classes have a good mix of SMU and St.Gallen students, in order to facilitate exchange. An accelerated learning experience is ensured through courses

taught by both SMU and St.Gallen faculty residing in Singapore. During company visits and guest lectures, students are encouraged to reflect their knowledge in discussions with senior executives and to learn about best practices of 'doing business in Asia'. Every year, Asia Term students benefit from more than 25 corporate partnerships.

Extracurricular activities such as a welcome and farewell dinner and also a social project with the local community complement the curriculum to provide the students unique experiences. More information regarding the Asia Term can be found at www.asiaterm.unisg.ch.

Asia Term Curriculum

The Asia Term curriculum aims to give students a broad and integrated understanding of the business context in Asia. The combination of core courses and elective courses ensures that Asia Term students learn about Asia but are also free to pursue their individual academic interests. Most core courses are fully integrated in the SMU’s curriculum.

The core courses combine theoretical approaches with practical experiences in the Asian context. Much emphasis is put on practical knowledge and in-depth experiences. Classroom lectures are complemented with company visits and guest lectures by senior managers. In addition, St.Gallen students attend elective courses at SMU. The graph below illustrates the Asia Term curriculum:

Asia Term Core Courses	
Business Consulting	Business Development in Asia
	Study Mission to Malaysia
Asia Term Elective Courses (selection only)	
School at SMU	Courses
No School	Finance (guaranteed for all Asia Term participants) Business Study Mission to Malaysia (guaranteed for all Asia Term participants)
School of Business	Human Capital Management, Strategic Management (in China), Asia Pacific Business
School of Economics	Intermediate Microeconomics, Intermediate Macroeconomics, International Economics, Economic Development in Asia
School of Social Sciences	Mandarin, Japanese, The Politics of Water in Asia, Governance of Ethnic Relations in Singapore, Social Problems in Asia
School of Law	Business Law, Company Law, Contract Law, Intellectual Property Law

Business Development in Asia

The *Business Development in Asia* course is a three-day intensive course during the introduction week of the Asia Term. The course aims at providing an introduction to business development, i.e. tasks and processes aiming at identifying and realizing growth opportunities. Moreover, two contingent factors are discussed to understand business development in Asia: the different business systems within Asia and the lifecycle of organizations.

Business Consulting

The Business Consulting course is the core course of the Asia Term. Approximately 75 students from St.Gallen and SMU attend in-class lectures and work on business projects with our multinational and local corporate partners. The in-class content conveys the required skill sets that students can apply in hands-on business projects.

The students work in groups of 4-5 on real life, multi-disciplinary consulting projects with our corporate partners. Consulting projects from the past years focused, for example, on the development of an offshore strategy for the Chinese private banking market or a go-to-market strategy for retail products in Singapore. For some projects, the students even travelled to other cities in Asia such as Jakarta and Tokyo. Weekly touch points between the student teams and the corporate partners ensure that the projects remain on track. The students present their results to the key decision makers of the corporate partners in mid-term and final presentations.

Students work on real business projects

Besides acquiring consulting skills, the students develop several soft skills such as intercultural competence as well as leadership and project management skills.



Well-run projects require active support from our corporate partners. Only well-scoped projects and regular support can enable the students to accomplish their tasks within the given time frame. Both the students and their corporate partners will benefit from the projects: objective

out-of-the-box thinking ensures creative solutions. The results presented by our students to their corporate partners have often been incorporated in future decision making. Every year we work together with more than 15 corporate partners, many of whom are longstanding collaborators. Our students' work has been much appreciated by our corporate partners, as the following testimonials illustrate:



“The students demonstrated an excellent sense of research capabilities and gained a fast understanding of the industry from both a global and local perspective.”

Andrew Crichton, 2014, Audi Singapore



“A highly motivated team provided straightforward, practical and feasible solutions.”

Marco Preisig, 2014, Swisspro Pte Ltd Singapore



“To date the student groups have always exceeded expectations and all projects were implemented or are in the implementation phase. [...] Being a manager for 20 years, I still learn something new from each project myself.” *Martin Herbrich, Jungheinrich Lift Truck Singapore Pte Ltd*



“For us at Zurich it was a great experience as the students brought in fresh ideas and encouraged us to think at topics from a different angle.”

Thomas Vonrueti, Zurich Life Insurance Singapore

Business Study Mission to Malaysia

The *Business Study Mission to Malaysia* offers the unique opportunity to get to know Malaysia and its business potential in a structured and sophisticated way. The business study mission is specifically designed for students to develop a broad and integrated understanding about the business environment in Malaysia, as an example of emerging markets in Southeast Asia.

Malaysia is one of the fastest growing countries in the region and the government has the ambition of raising Malaysia from a middle-income country to a fully developed country by 2020. The structure of business reflects the country's ethnic and cultural diversity and its strong commitment to globalization.



The course analyses several aspects of Malaysia's business environment that influences multinational companies' strategic decisions to enter into or expand their business in Malaysia and discusses challenges and opportunities that these companies face in Malaysia. The course also explores the rise of Malaysian firms on the international business scene and covers specific topics relevant to Malaysia such as Islamic finance or halal food and tourism.



Our Partner - Singapore Management University

The Singapore Management University (SMU) was established in 2000 as Singapore's first publicly funded and autonomous university. Today, SMU is home to over 8,300 undergraduate and postgraduate students and comprises six schools: the School of Accountancy; Lee Kong Chian School of Business; School of Economics; School of Information Systems; School of Law; and School of Social Sciences.

The cooperation between SMU and St.Gallen has grown over the years. The exchange between the two universities takes place at all levels ranging from the Universities' Presidents to faculty, PhDs and undergraduate students. Further, St.Gallen contributes meaningfully to the partnership by offering two courses at SMU as part of the Asia Term.



The comparable structures of St.Gallen and SMU in terms of pedagogical approach, size, and administration are integral to the success and the continuous development of this cooperation. Yet the great success of the partnership builds on the balanced exchange of students in both directions. Both universities have already sent over 350 students. For instance in 2015, 49 SMU students are going to St.Gallen on exchange: 21 during the regular semester and 28 for the Management in Europe program. At the same time, 50 St.Gallen students are visiting SMU.

Management in Europe Program (MiE)

Since 2008, the University of St.Gallen has offered the MiE for SMU students. Over 200 students have already come to St.Gallen for this summer program. It provides insights into the Swiss business system and teaches management and finance concepts in a European context. Classroom learning is combined with company visits and cultural activities to provide students with exposure to the 'European way of doing business' and insights into successful European firms.

Testimonials from Asia Term Students

"The city as a state but also a hub for Southeast Asia, the Asian culture, the university, and what I've learned have convinced me." (2014)

"The SMU is such a good university. Its reputation is really renowned across the whole region. You have a really huge diversity of people. So you would have, for example, a Malay Singaporean, Chinese, people of Indian origin living all in the same country." (2013)



"Getting the chance to work in a different culture and getting to know different people inspired me to come back, I think Singapore is the hub of Southeast Asia. It's buzzing. It's the place to be right now." (2009)

"SMU's campus is located in downtown Singapore and has a super modern, beautiful campus. I think that experience alone is worth taking part in the program." (2006)

"I personally enjoyed the Asia Term very much and would do it again if I had the choice." (2014)



"The Asia Term is not like a normal exchange programme where you go to university and do your courses there, but it's really where you have the opportunity to learn a lot about the culture, a lot about how to do business in Asia." (2004)

St. Gallen Institute of Management in Asia

The University of St. Gallen has a long record of activities and connections in Singapore and concentrates Asia-related academic activities at its own local subsidiary – the St. Gallen Institute of Management in Asia (SGI-HSG).

The SGI conducts research, offers teaching, organises executive education programs, and provides services in Singapore. The main research initiatives focus on the areas of wealth management, business innovation, intercultural competence, and service excellence. Building on a traditional strength of the University of St.Gallen, the SGI also maintains close business relationships with companies from Singapore and Switzerland. In addition, the SGI collaborates with local universities and allows students from St.Gallen to spent part of their academic career in Singapore. Further information regarding the SGI's recent activities can be found at www.singapore.unisg.ch.

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