



University of St.Gallen

St.Gallen Institute of Management in Asia



YOUR
GATEWAY
TO ASIA

HSG Asia Term in Singapore

The University of St.Gallen's Flagship Exchange

Programme on the Bachelor Level

Content



05

Welcome to the Asia Term

07

The Asia Term at a Glance

10

Key Facts about the Asia Term

11

The Asia Term Concept

13

Singapore Management University

17

The Asia Term Curriculum

19

Asia Term Core Courses

25

Asia Term Electives

27

Extra-curricular Activities



YOUR 5TH
SEMESTER IN
SINGAPORE

29

Become an Asia
Term Student

30

Choosing and
Crediting Courses

31

The Asia Term
Community

35

Internships in
Singapore

36

Living in Singapore

38

Facts & Figures

40

St.Gallen Institute of
Management in Asia

42

Asia Term Video

43

Contact





Welcome to the Asia Term

Asia is often referred to as one of the world's economic powerhouses and has become a high priority for many Western companies. For students, with an international and business-oriented mind-set, understanding Asia is a must. Whether you are working directly in Asia or indirectly from Europe with key customers, suppliers or other partners in Asia, you are sure to directly interact with this booming region in your future career. Thus, a profound knowledge about Asian cultures and Asia's driving business dynamics is a key asset for every student.

It is our great pleasure to introduce you to the HSG Asia Term, the university's flagship exchange programme on the bachelor level. This customised exchange programme offers all HSG Bachelor students the unique opportunity to explore Asia, welcoming them to Singapore from August to December.

Calibrating your views on Asia

When Asia comes to mind, it is easy to underestimate the magnitude of the continent, the diversity of cultures and its pace of development. The Asia Term emphasises the rich variety of Asia. You systematically learn about the rapid changes, growing opportunities and increasing challenges presented by the rise of Asia and develop your own understanding of the Asian business environment.

Combining theory and practice of Asia

The Asia Term core courses emphasise theoretical knowledge and practical application of business concepts. You will conduct a real-world business consulting project for a corporate partner in Singapore and discover other parts of Asia during one of our business study missions.

We don't talk about Asia – we are in Asia

The Asia Term is jointly organised by the St.Gallen Institute of Management in Asia (SGI-HSG) and the Singapore Management University (SMU). The SGI, the University of St.Gallen's first institute abroad and knowledge hub in Asia, is located in the historic centre of Singapore.

Singapore – the heart of ASEAN

Singapore forms the heart of the Association of Southeast Asian Nations (ASEAN) with over 600 million people. Singapore's open, multi-ethnic culture provides you with a good setting to start learning about Asian cultures. Many Western and Asian companies have their regional or global headquarters and innovation hubs in Singapore, making Singapore the ideal location to start exploring the business dynamics in Asia.

We hope that you will enjoy reading this brochure and we look forward to welcoming you to the Asia Term in Singapore!

The Programme Management Team

Prof. Dr. Stefan Morkötter
Academic Director, Asia Term

Katharina Beckmann
Head of Programme Management, Asia Term

Kimberly Maria Ng
Senior Programme Manager, Asia Term



The Asia Term at a Glance

The Asia Term is not a regular exchange programme, but a community in its own right. Activities with local students, businesses and social organisations are thoughtfully designed to provide Asia Term students with a practical and holistic understanding of Singapore and Asia in general. The Asia Term also enables the students to build valuable networks, in addition to an exchange term experience.

Tailor-made courses

Core courses are designed with a high practical relevance to the Asian context. Diverse formats such as consulting projects, company visits and guest lectures allow Asia Term students to combine theory with practice and learn about business in a hands-on manner together with local students.

Modern downtown campus

The Asia Term is fully integrated into SMU's curriculum, giving students a seamless experience for course crediting and selection. Students also have access to a wide range of electives to choose from. SMU's downtown campus has many facilities, clubs and associations and its library is open 24 hours a day.

Social and cultural diversity

Studying in multicultural Singapore gives students the chance to experience a cultural 'melting pot', where old meets new and East meets West. In the heart of Southeast Asia, one of the most dynamic and diverse regions in the world, students also have the opportunity to explore historical sites and breath-taking landscapes located only a few hours away from Singapore.



«The Asia Term programme proved to be an enriching experience for me both personally and professionally. The programme provided an excellent education and gave me the chance to establish meaningful connections with the people and cultures of South East Asia. I highly encourage anyone considering the programme to apply.» James Lang, Asia Term Student (2022)





Key Facts about the Asia Term

Who is the programme for?

The Asia Term is designed for highly-motivated HSG undergraduate students in their third year of studies. All majors are welcomed and encouraged to join. As all classes are taught in English, students should have a high level of English competency as well as a keen interest in getting to know Singapore and Asia.

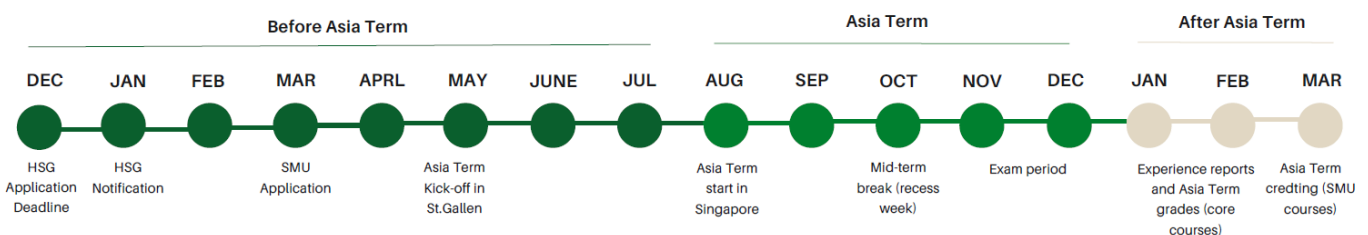
Why choose the Asia Term?

More than 650 students have participated in the Asia Term since its launch in 2003. From August to December, Asia Term students have the opportunity to attend courses together with SMU students offered by SMU and St.Gallen faculty. The goal is to help students gain a deeper understanding of doing business in Asia and enhance their teamwork and inter-cultural skills through close collaboration with their fellow Asian students and companies in Singapore and the region.

Key dates and timeline

Students usually go on exchange in their fifth semester of their undergraduate studies. The application deadline for the Asia Term starting in August is in December of the previous year. The application is done via the Student Mobility Office's partner university exchange programme. You can choose the Asia Term as one of your seven choices of partner universities.

- **December:** HSG application deadline
- **January:** Notification by HSG
- **February:** Submission of Asia Term course preferences
- **May:** Asia Term kick-off meeting in St.Gallen
- **July:** SMU online matriculation and course bidding
- **August:** Start of the Asia Term at SMU
- **October:** Recess week
- **November:** Exam weeks
- **December:** Business study missions and end of Asia Term at SMU
- **March:** Asia Term certificates



The Asia Term Concept

HSG's flagship exchange programme

Specially tailored for St.Gallen undergraduate students, the Asia Term gives participants the opportunity to develop an in-depth understanding of doing business in an Asian context through classes and interactions with Asian companies.

Jointly offered with SMU

Jointly developed with our longstanding partner, the Singapore Management University (SMU), the programme is integrated into SMU's curriculum and allows students to benefit from SMU's community, faculty and facilities. The Asia Term is constantly growing, with up to 70 students from St.Gallen participating every year.

Intercultural insights

The design of the Asia Term provides ample opportunities for intercultural experiences and insights into Singaporean culture. Courses taught by SMU and St.Gallen faculty in Singapore provide an accelerated learning experience. During company projects, company visits and guest lectures, students are encouraged to engage in discussions with senior executives to learn about best practices of "doing business" in Asia. Every year, Asia Term students benefit from more than 50 different corporate partnerships.

Extracurricular activities

Extracurricular activities such as a welcome and farewell dinner give students the chance to get to know each other and their fellow SMU students. A social project with the local community complements the curriculum, helping students to have a more comprehensive understanding of social issues facing the local community.

«Participating in this year's HSG Asia Term was an unforgettable experience and probably the most memorable time in my student life so far.»

Paul Taft,
Asia Term Student (2023)





Singapore Management University

About SMU

The Singapore Management University (SMU) was established in 2000 as Singapore's first publicly funded and autonomous university specialising in business and management studies. Today, SMU is home to over 12,000 undergraduate and postgraduate students and comprises six schools: The School of Accountancy, the Lee Kong Chian School of Business, the School of Economics, the School of Information Systems, the School of Law, and the School of Social Sciences, as well as over 30 research institutes.

Despite its relatively short history, SMU has already entered the ranks of one of Asia's top universities. For example, in 2024, the Financial Times' Aggregated Research Ranking placed SMU's Lee Kong Chian School of Business 1st in Singapore and 2nd in Asia for producing impactful, practical research. Like the University of St.Gallen, SMU is also accredited by AACSB and EQUIS (Lee Kong Chian School of Business).

A distinctive hallmark of SMU's pedagogy is its emphasis on out-of-classroom values-based learning as well as a highly interactive seminar-style classroom. In order to graduate, SMU undergraduate students also have to complete a minimum of 10 weeks' internship and 80 hours' community service either locally or overseas, preparing them to adapt to dynamic social and employment contexts.

The SMU campus

The modern SMU city campus is located downtown in the heart of Singapore, offering students an open environment and many linkages to the surrounding neighbourhoods. Classrooms and libraries use the latest technologies and learning concepts to give students a unique learning experience.

The SMU campus comprises eight buildings, including the Administration Building and the Li Ka Shing Library and five buildings to house their six schools. Research facilities such as seminar rooms, computer labs and group study rooms are located throughout the campus. The university also has a swimming pool, gymnasium, and a multipurpose sports hall. SMU has a direct connection to the Bras Basah and Bencoolen MRT stations beneath SMU's University Square.

HSG's partnership with SMU

The cooperation between SMU and HSG has grown over the years, with exchanges taking place at all levels ranging from the university leadership, faculty and students. The comparable structures of HSG and SMU in terms of pedagogical approach, size, and administration are integral to the success and the continuous development of this cooperation.

«St.Gallen University is one of our oldest and most valued relationships with any university in the world. I think the students really appreciate the opportunities it offers and so value it tremendously.»

Prof. Timothy Clark, Provost, Singapore Management University





The 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 into 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. The figure below illustrates the Asia Term curriculum:

Asia Term Core Course	
Business Consulting Compulsory*, Capstone Project	Business Development in Asia Compulsory
Business Study Missions Electives	
Asia Term Elective Courses (selection of SMU courses usually offered in the autumn term)	
School at SMU	Courses (selected only)
Business	Marketing, Strategy, Corporate Finance, Management of People at Work
Economics	Microeconomics II, Macroeconomics II, Economics of Globalisation, Economic Development in Asia
Accountancy	Financial Accounting, Management Accounting, Corporate Reporting and Financial Analysis
Social Sciences	Mandarin, International Relations of East Asia
Law	Business Law, Company Law, Intellectual Property
Information Systems	Introduction to Programming, Data Mining and Business Analytics
Mandatory Courses (21 ECTS) Business Consulting (6 or 8 ECTS as Capstone) Business Development in Asia (3 ECTS) 2 elective courses (12 ECTS) Selection of Elective Courses at most 4 electives (2-3 recommended) sign up for elective courses at SMU via BOSS Bidding exercise no guarantee that a specific elective can be chosen	

*Except for BIA, BLE and BLaw students until further notice



«The Asia Term's curriculum provided cultural and business insights unparalleled by any other exchange due to the rich programme offered to students.»

Jelle van der Schoot
Asia Term Student (2023)

Business Development in Asia

‘Business Development in Asia’ is a three-day intensive course during the introduction week of the Asia Term in August. The course is specially tailored for HSG students with a limited prior understanding of Asia and provides an introduction to the Asian business world with an emphasis on business development. It explains how companies can identify, grow and transform business models in the course of their development and in different cultural and economic contexts.

Two contingent factors are discussed to understand business development in Asia: the different business systems within Asia, and the life-cycle of

organisations. To bridge the gap between theory and practice, various Asian case studies are presented to give students further insights into the Asian corporate world. The final point of this interactive course is a pitch round, where teams present their business ideas for Asia, derived from current trends.

The course is designed to provide students with insights from the latest strategy, entrepreneurship and comparative management thinking to better understand how business development in Asia can create value. Upon completion of the course, the participants should be prepared to act on this understanding when working for a multinational or local player, or when starting their own venture.





Asia Term Core Courses

Business Consulting

In 'Business Consulting', students from HSG and SMU attend in-class lectures and work on real-life business projects with multinational and local corporate partners.

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

With a carefully-designed scope and the active support from our corporate partners, students contribute to the individual projects and apply their theoretical knowledge, acquired

throughout their studies, in a real business environment. This mutually beneficial partnership helps both the students and their corporate partners to arrive at creative solutions through out-of-the-box thinking. The solutions presented by our students have often been implemented and realised by the respective corporate partners in the company's decisionmaking process. Every year, we work together with more than 25 different corporate partners, many of which are longstanding collaborators.

Past consulting projects have 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 corporate partners have even sent students to other cities in Asia, such as Jakarta and Tokyo.

«It was wonderful working with the students to uncover the sweet spots in the European Fintech space for Singapore Fintech players. The students' in-depth research and analytical computation helped us identify key Fintech hubs in Europe. This insightful project set the stage for deeper collaboration in the Fintech space.»

«The students are highly motivated to contribute meaningfully. Our own teams benefit from the exchange with the students. The outcomes were tangible for our company and we were able to take important strategic decisions based on the work conducted under the strong guidance of the professors.»

Alexander Melchers, Melchers Group, Corporate Partner





Business Study Missions

The Asia Term regularly offers Business Study Missions to China, Malaysia, Taiwan and Thailand. This course format combines classic in-class teaching with a one-week study mission to the respective focus country. The lectures help the students to develop an initial understanding of the business and cultural context before applying their new knowledge during the respective study trips.

The countries showcased in these courses are rapidly emerging economies that have made their way from developing to middle-income nations in the last years, becoming attractive target markets in their own right as well as production locations for increasingly complex goods. The destinations might change from year to year.

Business Study Mission to China

The rapid rise of China is one of the telling stories of our times. From a business perspective, it is a land of abundant opportunity. Growing at an average of 9.7 percent yearly since the late 1970s, China has transformed from a centrally-planned economy into a market economy, and an enormous new middle class has been born. This course discusses social organisation and economic development in present-day China and exposes students to the contrasting socio-political, cultural and economic contexts of a modern Asian state with a thriving market economy. It provides a broad

sweep of the historical context of social change and seeks to equip students with a good appreciation of the history, culture, society, and economy in China. The lectures at SMU will provide students with a strong understanding of China, enabling them to benefit from and fully participate in the business meetings that will take place during the study trip.

Business Study Mission to Thailand

A founding member of ASEAN, Thailand is the only South East Asian country that was not colonized by a European power, thus preserving a unique set of socio-cultural characteristics. Its free, market-driven economy and investor-friendly policies have helped grow its export driven economy to be the second largest in South East Asia. The International Monetary Fund (IMF) initially projected Thai GDP growth of 4.4% in 2024, which was later corrected to 2.5%. For 2025 the IMF projects 2.9% growth and urges to advance the economy's digital transformation. Yet, to adapt the complexities of the social and economic fabric to a new normal after the pandemic, goes well beyond attracting tourists to Thailand's beautiful beaches. This course aims to provide participants with an introduction to present-day Thai business culture, economic development, and social customs. Input sessions, workshops, presentations and discussions prepare participants for the subsequent live exchange experience. At its conclusion, participants will know how to analyze and contextualize the latest business developments and experience Thailand's renown hospitality.



Business Study Mission to Malaysia

As one of the emerging markets endowed with rich natural resources, Malaysia has been a notable exporter of raw materials and relied much on its palm oil industry dating back to the British colonial period. Concerted efforts toward industrial upgrading since the 70s have led Malaysia away from dependence on primary industries and towards a services and industries-oriented economy. The surge of its electronic manufacturing industry is a testament to that interim success story. The momentum, however, to advance the country to a knowledge-, skill-, and technology-based economy was stalled by the conjunction of the COVID-19 pandemic and democratic challenges in government formation. In this course, the broader examination of Malaysia's business landscape is embedded in a post-pandemic context. In-class lectures will delve into the region's early activities, cultural influences, mobility patterns, colonial legacies, and political struggles that contribute to decisive policies and institutions that shape Malaysia's economy.

These layers of input will serve as the backdrop of the one-week field trip in Kuala Lumpur and Penang, through which students will witness the distinctive service and food industries borne out of Islamic faith, the wealth under the red earth, and Malaysia's burgeoning semiconductor industry, among others.

Business Study Mission to Taiwan

Taiwan is no stranger to international headlines in the past year for its pivotal role in the global supply chain and its strategic location in the Asia Pacific. What lies behind front page stories is a fledgling democracy, hailed as an economic miracle by the IMF, fumbling its way through the quest of a joint identity among its diverse peoples. The lectures of this course will cover Taiwan's historico-political trajectory, industrial/economic development in critical phases, SMEs and occupational structure, and the relationship between industry trends and migration. Sessions will also be dedicated to understanding Taiwan's position in international trade and exploring future industry outlooks of regional collaboration and frictions. Most critically, students will see how economic growth on the island has "bolstered" and coincided with a wave of democratization.

The one-week expedition to Taiwan will offer students firsthand insights into key industries on Taiwan's development agenda, such as offshore wind energy and upgraded agriculture aside from the semiconductor industry. Equally present in the itinerary will be conversations with government institutions, NGOs advocating for migrant rights and empowering the homeless, as well as field trips to aboriginal tribes to experience a glance of the cultural treasures Taiwan has to offer.



Asia Term Electives

Asia Term students can take many compulsory subjects and core electives of their respective HSG majors at SMU as part of the Asia Term. A pre-approved list of courses by the HSG admission and crediting office minimises the bureaucracy when planning the exchange semester. The list of pre-approved courses is continuously updated on the Asia Term website and allows students to plan their undergraduate studies.

SMU also offers a wider range of contextual study courses to give students a deeper understanding of Asia, such as Mandarin language classes, courses on Asian history and society, nation building, smart cities as well as courses emphasising soft skills such as leadership, team-building, and intercultural communication. In total, Asia Term

students can choose up to four courses from SMU's broad course offering. The allocation of places is subject to the internal bidding system at SMU.

The courses at SMU are adjusted to their curriculum and available faculty. Therefore, every year new courses are added to the course catalogue. The table below gives a first impression of previously offered courses which will probably also be available in your Asia Term.

To find the most recent list of courses, refer to the Asia Term Credit Transfer List available online under the quick links at www.asiaterm.unisg.ch. The SMU course catalogue can be found online as well, most easily via a web search for "SMU course catalogue".

Business Administration	Economics	International Affairs	Law and Economics	Law
-------------------------	-----------	-----------------------	-------------------	-----

Compulsory subjects

- Capstone Project	- Micro II	- Micro II
- Many core subjects	- Macro II (with prerequisites)	- Economic Policy
e.g. Marketing or Strategy	- International Economics	- Strategisches Management
		- Integrationsver. Recht & Oekonomie

Core electives

School of Management:	for all Schools: Management, Economics, and Law	School of Law:	School of Law:
e.g. Asia Pacific Business, International Business or Design Thinking and Innovation	e.g. Marketing, Intro to Econometrics or Business Law	e.g. Business Law, Company Law or Intellectual Property Law	e.g. Business Law, Company Law or Intellectual Property Law



«Studying abroad in Singapore has been a transformative experience, fostering personal growth and sharpening my intercultural competencies. Through cultural trips and social projects I gained a deeper understanding of different ways of living in this fast growing city.»

Victoria Lorenzen
Asia Term Student (2022)



Extra-curricular Activities



In addition to the academic programme, the Asia Term also provides students with several extra-curricular activities to promote intercultural exchange and enhance their cultural understanding of Singapore.

Welcome dinner

The Asia Term welcome dinner takes place just before the beginning of the semester in August. Hosted in a traditional Chinese restaurant, Asia Term students are introduced to the Asia Term programme management team and get to know each other before the semester starts.

Team building with SMU students

A team building afternoon is organised at the beginning of the semester between Asia Term and SMU students for them to get to know each other better. Past activities have included dragon boating, escape rooms, and a BBQ.

Social project

A social project is organised as part of the Asia Term and is an integral part of its curriculum. Through this project, Asia Term students can contribute to their host country during their time in Singapore. They also receive an insight into the lives of elderly and disadvantaged people in Singapore. Social work is widespread in Singapore and also part of the SMU curriculum.

Farewell dinner

The Asia Term farewell dinner gives students the opportunity to meet the corporate partners that they have worked with for the last four months and to celebrate with them a successful semester in Singapore.





Become an Asia Term Student

Application

The Asia Term takes place in the autumn semester and is possible from the fifth semester of undergraduate studies onwards. It is open to HSG students from all majors. Students must have a 4.50 grade average of passed Assessment Year studies, rounded to two decimal points, and submit proof of a valid English test.

Students are selected through the selection process conducted by the Student Mobility Office (SMO). Participation in the Asia Term does not incur any additional tuition fees; all HSG students remain enrolled at the HSG during their exchange term.

English language requirements

Language tests accepted	Min. requirement
TOEFL (internet-based)	100 points
TOEFL (paper-based)	600 points
CAE (Cambridge Cert. of Advanced English)	Grade B
CPE (Cambridge Proficiency in English)	Grade C
IELTS (Academic Test)	Grade 7

The language test must be less than two years old on the date of the application deadline. Test results must be uploaded in the Mobility-Online portal. In cases where students are native English speakers, the HSG

implementation provisions regarding languages will apply. Students will also have to submit an English language certificate to SMU as part of the exchange student registration process.

Second exchange semester

With the Asia Term, students have the unique opportunity to do two partner university exchanges during their undergraduate studies. In every Asia Term, there are places reserved specifically for students who want to do the Asia Term as a second exchange semester.

How does it work? Students selected for a partner university exchange place in the spring semester will receive an email from the Student Mobility office to indicate their interest in doing the Asia Term as a second exchange semester during the autumn semester. Selection criteria is the same as for the regular partner university exchange.

Settling in Singapore

International students require a valid visa to study in Singapore. The SMU Centre for Global Education and Opportunities will apply for student passes on behalf of incoming exchange students before their arrival in Singapore. Upon successful application for a Student Pass, students will be issued an In-Principle Approval (IPA) Letter. This IPA Letter serves as a one-time entry into Singapore, and must be produced upon arrival at the Immigration Counter in Singapore.

Choosing and Crediting Courses

Asia Term requirements

Students must take a minimum of 21 ECTS during the Asia Term, including two mandatory courses: “Business Consulting” (6 ECTS) and “Business Development in Asia” (3 ECTS). Seats in both courses can be guaranteed. For BBA students “Business Consulting” can also be taken as a “Capstone Project” for 8 ECTS.

Rules for choosing electives

Course preferences at SMU can be indicated through a survey in February. Courses will then be checked by HSG’s Crediting Office and students will be informed in March about the creditability options. All students have to go through the regular bidding process at SMU in July to register for their courses.

Students may choose between 2 and 4 electives, but are recommended to take 2-3 electives, which can include the Business Study Mission. There is no guarantee of receiving a seat in their preferred class via bidding.

The attendance of a Business Study Missions (BSM) can be assured. However, each student can only participate in one

BSM, and students may submit their preferences. The course sizes of BSMs are limited. If exceeded, places will be allocated by drawing of lots.

Crediting courses

Only courses pre-approved by the Crediting Office will guarantee successful crediting and transfer of grades back to HSG. The credit transfer list is available on the Asia Term website (www.asiaterm.unisg.ch) For any other course, it is the student’s responsibility to check crediting options directly with the Crediting Office. After the Asia Term, students have to fill out a credit transfer request form to receive their credits.

Grading exchange achievements

Grades for Asia Term core courses, namely Business Consulting, Business Development in Asia and Business Study Missions will be graded and considered for the grade point averages at HSG. All other Asia Term courses with passing grade will be credited as passed. These courses won’t influence the grade point average. However, they will be shown separately on the lower part of your Bachelor transcript with title and converted grade.

The Asia Term Community

Asia Term alumni community

With more than 650 students attending the HSG Asia Term since its inauguration in 2003, the Asia Term alumni community constitutes a valuable network for students of the programme. Friendships and connections that are forged during the Asia Term are often long-lasting. Every year, the alumni dinner in Zurich allows past Asia Term students to mingle and meet with fellow students. Asia Term Alumni are encouraged to join the HSG Asia Term group on the HSG Alumni website and LinkedIn in order to receive updates about these events.

Corporate partners

The Asia Term has a very strong practice-oriented component. Integrating company visits, company projects, guest lectures and business study missions to different Asian countries enable students to intensively study Asian business practices and to get first-hand insights. The SGI works continuously with a range of different corporate partners in Singapore and Malaysia, entrenching HSG's reputation as a practical business university.



«As a result of the Asia term I have experiences that will greatly influence what career path I pursue and who I will become. Having opportunities to connect with people across Asia throughout the semester has helped me realise the huge potential of the region in terms of future opportunities and has given me friends that I will have for a lifetime.»

Alexandra Buccellati, Asia Term Student (2023)





Internships in Singapore

Every year, some Asia Term students decide to stay on in Singapore after the Asia Term to complement their exchange semester with an international work experience. Internships in Singapore are highly popular and can be done in a variety of areas. Since 2014, universities in Switzerland have been covered by the Work Holiday Programme in Singapore, which allows foreign students studying in selected countries to work and live for up to six months in Singapore with minimal bureaucratic effort.

The Work Holiday Programme (WHP)

The Work Holiday Programme allows eligible students and young graduates to work and live in Singapore for up to 6 months (non-renewable). Students can apply for the WHP if they are aged between 18 and 25. The application process takes about three weeks and costs S\$175. For more information, students may refer to: <https://www.mom.gov.sg/passes-and-permits/work-holiday-programme>

As the programme has at any time a limit of 2000 applicants, we recommend to apply for the pass early. An application is possible from three months prior to the planned start of the internship.

Finding an internship

Asia Term students are encouraged to complement their exchange programme with an internship experience in Singapore. Drawing on its extensive network of corporate partners, the SGI forwards Asia Term students internship opportunities in Singapore whenever approached by a corporate partner. Students are also advised to plan ahead and make use of their personal connections as well as the contacts they will encounter in Singapore to explore various options. For example, students who have contacts with companies in Switzerland through prior internship experience may ask to be introduced to their local offices in Singapore.

Students can also take the initiative in their internship search by looking for internships that multinational companies offer in Singapore for local and international students. These typically involve several rounds of interviews, tests at an assessment centre, and competitions. Other useful links include <https://www.internsg.com/>, <https://glints.sg/>, and <http://sg.startupjobs.asia/sg/>.

Living in Singapore

Singapore

Founded in 1819 as a British colony nestled along the trade routes of the Straits of Malacca, Singapore achieved independence in 1965. With a land area of only 720km², it is one of the most dynamic city-states in Asia and the world. With a population of 5.9 million, Singapore is culturally and linguistically diverse. Visitors coming to Singapore enjoy not only a high standard of living, but also the opportunity to learn more about the history, heritage and the incredible development story of a nation which went from Third World to First in less than half a century.



Politics and economy

As a parliamentary republic, Singapore enjoys a high degree of political and economic stability. As one of Asia's most important commercial, transport and financial hubs, Singapore is home to many multinational companies. Its economy is diverse, with financial services, manufacturing, and oil-refining being the top contributors to its GDP. Singapore's port, airport and flagship carrier, Singapore Airlines, are also well-known global brands. Singapore is ranked by the World Bank as the world's easiest place to do business and by the World Economic Forum as one of the world's most competitive economies.





«Living abroad in Singapore has not only given me the chance to deep dive into a new culture, but also to learn about the rich diversity of various Asian countries during the numerous travel opportunities the Asia Term offers.»

Kim Stalder
Asia Term Student (2023)



Accommodation

The Singapore Management University does not arrange accommodation for international exchange students, but the real estate market in Singapore is very dynamic with lots of rental offers available on short notice. The minimum rental period for flats in Singapore is three months. Students are advised to arrive in Singapore two weeks before the Asia Term starts to find suitable accommodation.

Transport and travel

Singapore has an efficient and inexpensive public transport system that makes travelling around easy and comfortable. Stored-value EZ-Link fare cards can be used on both the MRT and buses. Taxis as well as ride-hailing alternatives such as Grab and Gojek are also very popular. Budget airlines also offer affordable fares to neighbouring countries such as Thailand, Vietnam and Malaysia.



Facts & Figures

OFFICIAL NAME:
Republic of Singapore

FORM OF GOVERNMENT:
Parliamentary republic

CAPITAL:
Singapore

POPULATION:
6,09 Million (Apr 2025)

OFFICIAL LANGUAGES:
English, Mandarin, Malay, Tamil

CURRENCY:
Singapore Dollar

DIVERSITY:
Chinese 74%, Malay 14%,
Indian 9%, other 3% (2025)

POPULATION:
Singapore Citizens 60%,
Permanent Residents 9%,
Non-Residents 31% (2025)

UNEMPLOYMENT RATE
1,9 % (Apr 2025)

GDP PER CAPITA:
\$ 94,000 (Apr 2025)

Bangkok

Kuala Lumpur

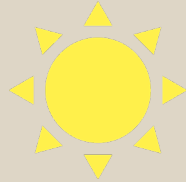
SGL Singapore

Shanghai

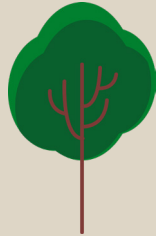
Taipei



Situated in Southeast Asia, Singapore is made up of a 30-mile-long island called Pulau Ujong, also known as mainland Singapore, surrounded by 62 smaller islands. It borders Malaysia to the north and Indonesia to the south. Most of its terrain is flat, with over half of Pulau Ujong just 15 meters above sea level.



In Singapore, the daily temperature typically ranges from a minimum of 23-25°C at night to a maximum of 31-33°C during the day. May registers the highest average monthly temperature, while December and January are the coolest months.



Singapore, a hot tropical island, sees daily rain showers year-round. Once covered by dense rainforests, 95 percent of these forests have been cleared for urban development. Many of the city's beaches are now man-made, reclaimed from natural coastlines to expand the urban area.



The island's original name, Temasek, derived from the Javanese word "tasek" meaning "sea," reflects its maritime significance. Acting as a pivotal stopover for sailors voyaging between India and China for centuries, Temasek was primarily inhabited by fishermen and pirates during this era.



Singapore, known for its trading hub status since the 19th and 20th centuries, has a population largely of Chinese descent, making up around 75 percent. The remaining majority consists mainly of Malay and Indian heritage. Buddhism is the dominant religion, alongside Christianity, Islam, Taoism, and Hinduism.



St.Gallen Institute of Management in Asia

Located in Singapore, the St.Gallen Institute of Management in Asia (SGI-HSG) is the University of St.Gallen's first international institute and has served as a platform for Asia-related teaching, research, and services since its establishment in 2011. In 2024, the SGI welcomed 440 students and participants of executive education programmes from the HSG, who were enrolled in 15 different programmes in Singapore, ranging from one week up to a four-month exchange semester. The SGI's vision is to foster exchange in teaching and research between Asia and Europe and to cultivate a better understanding of both

cultures, regions and economies. It aims to bridge Asia and continental Europe, connecting HSG students and faculty members with Asia and Singapore at all levels of higher education through mutual exchange, teaching and specific research, emphasising a practical approach and integrative view. The SGI facilitates those collaborations by means of a permanent presence in Singapore. It puts a strong emphasis on collaborations with local partner universities, enabling students to spend part of their studies in Singapore and Switzerland.





Benefitting students from Singapore and St.Gallen

Since 1997, longstanding exchange partnerships have been formed between the HSG and the National University of Singapore (NUS), Nanyang Technological University (NTU) and Singapore Management University (SMU). More than 1,500 full-time students from St.Gallen and Singapore have participated in these programmes, allowing them to extend their network across continents and develop their intercultural competence.

Teaching

The courses offered at the SGI focus on the business context in Asia, equipping students with the skills to understand the opportunities and challenges of this increasingly important region. The SGI offers classes in the Asia Term as well as its own programmes at the Master's, MBA and executive education level. The University of St.Gallen also offers programmes for students and practitioners from Singapore at the undergraduate and executive education level in St. Gallen to develop an in-depth understanding of the continental European business context.

Research

Research is carried out in Business Development, Wealth Management, Customer Centricity, and Intercultural Competence, and aims to mutually benefit the Swiss and Singaporean business community. For example, through faculty exchange and a strong research centre on the main campus, the SGI actively contributes to the knowledge development about SMEs and family firms in Singapore. The SGI employs researchers permanently residing in Singapore and also hosts visiting professors and doctoral students from the university's main campus each year.

Representing HSG in Asia

The SGI promotes the University of St.Gallen in Asia to enhance its reputation as a leading business school by attending education fairs in Singapore and the region and connecting the university with Asian businesses. The SGI actively nurtures the university's growing alumni network with over 200 members and regularly receives official government, business and academic delegations from Switzerland.

«Our institute serves
as the platform of the
University of St.Gallen to
explore Asia.»

Prof. Dr. Stefan Morkötter,
Managing Director SGI

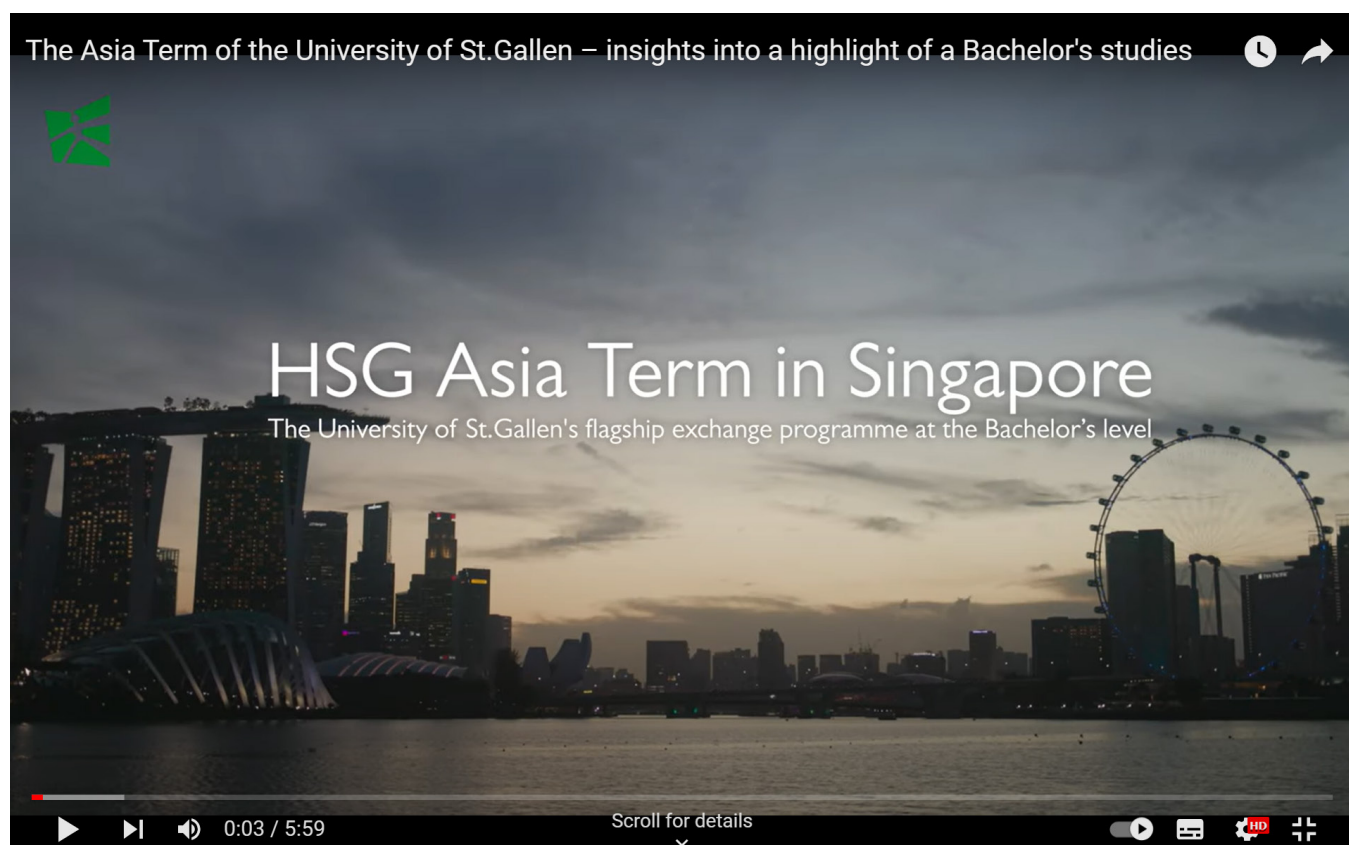
Watch the Asia Term Video.

HSG Asia Term: Seeing Asia with new eyes

The video is based on students' experience of studying in the Asia Term programme at Singapore Management University (SMU). It introduces the vibrant city-state of Singapore and the lively downtown campus of SMU. At the same time, Asia Term students and alumni share their personal experiences studying in Singapore and reflect on its value and the lessons they have learned.

The Asia Term video also gives you a glimpse of the business consulting projects that Asia Term students conduct together with their fellow SMU students during the exchange programme, both from the students' perspective as well as from our corporate partners' perspective.

Search "HSG Asia Term" on YouTube to watch the video and learn more about the Asia Term. We hope you enjoy watching the video!



Contact



Prof. Dr. Stefan Morkötter
Academic Director,
Asia Term



+65 68507338
stefanmorkoetter@unisg.ch



Katharina Beckmann
Head of Programme Management,
Asia Term



+65 68507331
katharina.beckmann@unisg.ch



Nicole Gsell
Programme Manager,
Student Mobility



+41 712242743
nicole.gsell@unisg.ch



Kimberly Maria Ng
Senior Programme Manager,
Asia Term



+65 68507336
kimberly.ng@unisg.ch



St.Gallen Institute of Management
in Asia Pte. Ltd. (SGI-HSG)
110 Amoy Street #03-01
Singapore 069930

+65 6850 7330
singapore@unisg.ch
singapore.unisg.ch

Company No: 201120468E

From insight to impact.