



University of St.Gallen



# FOUNDATIONS OF MANAGEMENT

YOUR GATEWAY TO THE CORPORATE WORLD  
2<sup>nd</sup> JULY - 21<sup>st</sup> JULY 2012

Developed by The St.Gallen MBA

## DIRECTOR'S WELCOME

In today's challenging economic environment, managers across all industries and functions need to be able to combine a range of specialist skills complimented with a core set of fundamental business skills. No matter what you want to achieve in your career, a solid knowledge about the management practices that drive the world of corporations and institutions will give you a long-lasting benefit.

Corporations, governments and non-profit institutions increasingly look for employees who are able to appreciate the commercial relevance of their area of expertise. Such talent is often hard to find. Against this background, acquiring fundamental business skills becomes a valuable differentiator in today's competitive job market. The Foundations of Management offered by the University of St.Gallen, one of Europe's most renowned business schools addresses this issue directly by providing a toolbox of managerial skills for non-business graduates.

This three-week intensive programme is delivered by the St.Gallen MBA and provides an excellent introduction to MBA style education along with the option to apply to the St.Gallen MBA in the future. Over the course of the programme, you will learn the fundamentals of strategy, economics, marketing, entrepreneurship, operations, accounting and finance.

In order to facilitate your investment into our programme, we have developed an innovative payment scheme. We are convinced of our programme's value, and believe in its practically applicable benefits. We therefore offer participants a choice between immediate settlement of the tuition fee or delayed payments based on future salary. This includes the possibility of taking the programme without any upfront payment.

I look forward to welcoming you in St.Gallen!



A handwritten signature in black ink that reads "Simon Evenett". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

Prof. Dr. Simon Evenett  
Academic Director MBA Programmes

## PROGRAMME BENEFITS

Participation in our programme “Foundations of Management” will enable you to:

- Approach business problems with confidence
- Understand the big picture of the global economy
- Apply marketing tools to match customers’ needs
- Read and use financial information
- Analyse competitive firm behaviour
- Evaluate an organisation’s business strategies
- Comprehend financial market dynamics
- Assess project proposals using different valuation methods
- Make the first steps towards setting up your own business

## ABOUT THE UNIVERSITY OF ST.GALLEN

The University of St.Gallen (HSG) was founded as a business academy in 1898, and teaches BA, MA, PhD and executive education covering Management, Economics, Law, Social Sciences and International Affairs.

The University of St.Gallen is well known for its integrative management approach that addresses business complexity by incorporating multiple management functions, disciplines and logic into the decision process.

Our large and renowned permanent faculty ensures that St.Gallen stays at the forefront of research and ideas in management education. Today, the HSG is one of Europe’s leading business schools and EQUIS and AACSB accredited.



*“An excellent introduction to the world of business.”*

**Prof. Dr. Pascal Gantenbein**  
Professor for Financial Management

# PROGRAMME CONTENT

During 18 days of intense training, you will learn how to master the most crucial business fundamentals. In our programme structure, we place a high emphasis on practical applicability and transferability of the subject matter. At the end of the programme, you will not only have acquired a range of theoretical concepts, but also be able to apply, develop and refine them further in your future career.

## WEEK 1

<b>Module 1</b> Global Economics and Financial Crises
<b>Module 2</b> Principles of Accounting and Financial Analysis
<b>Module 3</b> Foundations of Marketing and Communications

## WEEK 2

<b>Module 4</b> Principles of Corporate Finance
<b>Module 5</b> Approaches to Strategy and Competition
<b>Module 6</b> Managing People and Processes

### GROUP PROJECT WORK

### INDIVIDUAL PREPARATION, TUTORIALS AND EXAMS

#### CERTIFICATE OF ADVANCED STUDIES (CAS)

Upon successful completion of the programme, a certificate of advanced studies will be issued by the Executive School.

Completion of the programme requires a group project presentation and passing two exams in finance and accounting.

#### GROUP PROJECT

Over the length of the programme, you will work on a challenging group project that addresses current managerial problems.

Under the guidance of our MBA faculty, you will develop a holistic solution to a real-life business situation, and present your findings to your peers on the closing day.

## WEEK 3

### Module 7

Creating Value with Operations and Technology

### Module 8

Introduction to Entrepreneurship

### Module 9

Integration Seminar and  
Group Project Presentations



### OUR FACULTY AND TUTORS

Our programme is taught by experienced faculty from the University of St.Gallen, as well as outstanding external lecturers. Trained at international top institutions, all members of our faculty are experts in their respective fields, and frequently teach in advanced management seminars and MBA programmes.

You will also have access to a graduate tutor, who will assist your group with the business case project. Your tutor will provide advice, support and academic guidance during the 18 day programme.



*"18-days of the most important management fundamentals."*

**Prof. Dr. Thomas Friedli**  
Associate Professor of Management

## PROGRAMME FEES AND FINANCING

To facilitate your participation in our programme, we are offering the following innovative payment scheme. The following three payment options are available to all EU-15 based candidates. Non-EU based candidates can use option 1 only.

	PRE-PAYMENT	SALARY EQUIVALENT
Option 1	CHF 12,000	none
Option 2	CHF 6,000	1 mth gross salary
Option 3	CHF 0	2 mths gross salary

Candidates opting to pay after graduation will be charged according to their gross salary (100% equivalent) 12 months after graduation. The fee covers tuition and study materials. An early bird discount of CHF 1,000 applies to accepted admissions with payment option 1 and received before the 1<sup>st</sup> of February, 2012. For further information on the different payment modalities and the discount, please refer to our website.

The above fees do not include accommodation or living expense. Recommended accommodation is available online. Unfortunately, no scholarships are offered to cover tuition or additional costs associated with the programme.

For full terms and conditions covering programme finances, please visit our website.

### APPLYING FOR AN MBA

Should you decide in the future that you would like to continue with your management education, by enrolling in the St.Gallen MBA programme, your participation in the "Foundations of Management" programme will not only result in an important skills advantage. You will also receive a discount of 50% of the FoM tuition paid.



*"St.Gallen is more than an MBA: it teaches you an holistic and responsible approach to doing business, it unleashes your potential as a business leader and allows you to cultivate your personal interests, from art to sport, in an ideal environment".*

**Massimo Muzzi**, Italy (2008)  
Corporate Finance, ABB

## WHO SHOULD APPLY?

The Foundations of Management has been designed for candidates without formal business education. Senior bachelor students, master students, recent graduates and young practitioners, who seek rigorous and hands-on training in the fundamentals of management and economics will benefit most from the programme and are welcome to apply.

We are looking for aspiring candidates from all over the world that are eager to learn a new set of capabilities, and who can demonstrate a strong track record of personal achievement, analytical skills and extracurricular activities.

### *Please note:*

Applications of business students and graduates may be considered in exceptional circumstances towards the end of the application process.

## HOW TO APPLY

Applications are accepted on a rolling basis. The admissions process for the 2012 intake begins on the 1<sup>st</sup> of October, 2011.

In order to complete your application, you will be asked to provide the following information and documents:

- a brief statement of motivation, describing why you want to participate in our programme
- a current CV with photo
- your latest transcripts and grades
- *optional:* any evidence of your personal achievements and extracurricular activities that you might consider helpful for the application



*"An innovative and exciting course for non-business graduates."*

**Prof. Dr. Marcus Schögel**  
Professor of Marketing



## CONTACT

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