



## Course and Examination Fact Sheet: Spring Semester 2020

### 6,112: Management in Europe

ECTS credits: 8

#### Overview examination/s

(binding regulations see below)

Decentral - Written examination (80%, 120 mins.)

Decentral - examination paper written at home (individual) (20%)

#### Attached courses

Timetable -- Language -- Lecturer

[6,112,1.00 Management in Europe](#) -- Englisch -- [Gasda Jörg-Michael](#) , [Legge Stefan](#) , [Röschke Arik](#) , [Volery Thierry](#)

#### Course information

#### Course prerequisites

None

#### Learning objectives

Upon completion of this course, students will be able to

- Describe the political framework of the EU and Switzerland and its impact on the management of private firms in Europe
- Explain the concept of asset allocation & investment styles
- Critically analyse risk and return
- Explain the entrepreneurship process
- Assess entrepreneurial opportunities using a structured approach
- Outline the principles for competitive products and services
- Determine the attributes of service excellence

#### Course content

The Management in Europe (MiE) programme provides an insight into the Swiss and broader European business system. MiE will also serve as a forum for cultural exchange between Singaporean and Swiss students. Additionally, participants will experience the cultural diversity of Switzerland. Classroom learning will be supplemented with compulsory company visits and cultural activities relating to the topics taught in class. An excursion to Geneva and Lausanne, comprising of company visits and international organizations (World Trade Organization and United Nations) will take place half-way through the programme.

This integrated combination of learning is ideally suited for 3rd year bachelor students. The course is organised primarily for 30 students from Singapore Management University (SMU). MiE is also open for exchange students from other Universities and for regular students from the University of St. Gallen.

The total learning portfolio amounts to 72 hours of classes, plus excursions, self-study, the writing of a logbook and the written exam. This course is awarded with **8 ECTS**.

#### Course structure

MiE is a block course run on an intensive mode over a period of one month.

The programme comprises two modules, with two sub-topics each:



## Module 1: Services and Banking

Topic 1: Entrepreneurial Service Management, Prof. Dr. Jörg-Michael Gasda (18 hours of class)

Topic 2: Banking and Finance, Dr. Arik Röschke (18 hours of class)

## Module 2: Doing Business in Europe

Topic 3: Framework Conditions for Doing Business in Switzerland and the EU, Dr. Stefan Legge (18 hours of class)

Topic 4: Entrepreneurship, Prof. Dr. Thierry Volery (18 hours of class)

## Programme structure

All courses, visits and activities of the MiE programme will take place over one month.

27 April: Welcome address and orientation

22 May: Farewell Dinner

### Excursions:

Geneva excursion on 7, 8 and 9 May

Cultural excursion to Appenzell on 14 May

### Exam:

Two hours exam, 22 May, from 2:30 pm to 4:30 pm (**Please refer to the online timetable for the latest information about rooms and times.**)

### Logbook:

Deadline: 20 May 5 pm

## Course literature

A digital reader with all compulsory readings and presentations will be given to the participants.

## Additional course information

**A CHF 500 fee per student will be charged to cover the costs of various field trips, company visits, and cultural activities.**

**Enrollment in the programme and the admission to the exam is effective upon payment of this fee.**

For further information, please contact Simone Lindenmann.

E-mail: [simone.lindenmann@unisg.ch](mailto:simone.lindenmann@unisg.ch)

## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### Examination time and form

Decentral - Written examination (80%, 120 mins.)

##### Remark

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##### Examination-aid rule



## Extended Closed Book

The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries (no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

### Supplementary aids

None

### Examination languages

Question language: English

Answer language: English

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## 2. Examination sub part (2/2)

### Examination time and form

Decentral - examination paper written at home (individual) (20%)

### Remark

Logbook

### Examination-aid rule

Term papers

- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2017), *Lern- und Arbeitsstrategien* (12th ed., Cornelsen Schweiz).
- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B. (2018), *Juristisches Arbeiten: Eine Anleitung für Studierende* (6. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

### Supplementary aids

None

### Examination languages

Question language: English

Answer language: English

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## Examination content

The written exam will cover Module 1 and Module 2, including topics covered in the excursions.

The logbook must have a length of 3.000-3.500 words and has to be handed in electronically (PDF) until 20 May, 5 pm to Simone Lindenmann: [simone.lindenmann@unisg.ch](mailto:simone.lindenmann@unisg.ch)



## Examination relevant literature

All course materials including handouts and the digital reader are relevant for the exam.

### Please note

Please note that this fact sheet alone is binding and has priority over any other information such as StudyNet (Canvas), personal databases or faculty members' websites and information provided in their lectures, etc.

Any possible references and links within the fact sheet to information provided by third parties are merely supplementary and informative in nature and are outside the University of St.Gallen's scope of responsibility and guarantee.

Documents and materials that have been submitted no later than the end of term time (CW21) are relevant to central examinations.

Binding nature of the fact sheet:

- Information about courses and examination time (central/decentral) and examination type starting from the beginning of the bidding on 23 January 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for decentral examinations after the 4th semester week on 16 March 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for central examinations as from the starting date for examination registration on 6 April 2020

Please consult the fact sheet again after these deadlines have expired.